



YEARS OF BRITISH FASHION

BRITISH FASHION COUNCIL COLLEGES COUNCIL

PRESS RELEASE

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PRINGLE OF SCOTLAND LAUNCH DESIGN COMPETITION IN ASSOCIATION WITH THE BRITISH FASHION COUNCIL'S COLLEGES COUNCIL

The British Fashion Council (BFC) and Pringle of Scotland have today announced the Pringle of Scotland Design Competition. Design students can apply to win an invaluable prize to help develop their career and industry knowledge. The competition prize includes a full-time, paid, six month design position, giving the winner the opportunity to work alongside Pringle Creative Director, Clare Waight Keller. Plus a £1,000 cash prize.

Students from BFC Colleges Council leading design courses are invited to design five or six outfits for either a womenswear or menswear capsule collection; these designs will be put to a panel of expert judges for consideration.

Clare Waight Keller was appointed Creative Director of Pringle of Scotland in 2005. Using her experience from design houses including Calvin Klein, Gucci and Ralph Lauren combined with her passion for tailoring and knitwear, Waight Keller embraced new approaches for knitwear and has skilfully translated the brand's heritage into a design vocabulary for today. She presented her first ready-to-wear collections for men and women in February 2006 and, in September 2009, Pringle of Scotland showed its womenswear collection at London Fashion Week.

Students will present their collections during an interview with an advisory committee which draws from a pool of leading UK and International fashion press and buyers in addition to Joint Chief Executive of the British Fashion Council, Caroline Rush.



Caroline commented, *“Students will be judged on their research, design ability and clear understanding of both Pringle of Scotland’s heritage and its positioning as a contemporary, luxury brand. Pringle is a highly accomplished British brand and the experience that this competition will give the winner is invaluable. I would like to thank Pringle for launching this valuable initiative.”*

Clare Waight Keller, Creative Director of Pringle, said *“I see this as a great opportunity for a talented student to show us something with a real flair, a unique interpretation and strong visual impact representing the brand's heritage whilst being fresh and modern. I am really looking forward to seeing the results!”*

The closing date for entries is 11th December 2009. For more details and full brief please go to www.britishfashioncouncil.com.

- Ends -

For more information about the Pringle of Scotland Design Competition and entries please contact Emma Graham-Campbell at the British Fashion Council
Tel: +44 (0) 20 7759 1999 or email emma.campbell@britishfashioncouncil.com

For press enquiries contact Gemma Ebelis or Kitty McGee at the British Fashion Council
Tel: +44 (0) 20 7759 1999 or email gemma.ebelis@britishfashioncouncil.com / kitty.mcgee@britishfashioncouncil.com

For Pringle of Scotland press enquiries please contact Sarah Bruce at Modus Publicity
Tel: +44 (0) 20 7331 1433 or email sarahb@moduspublicity.com

Notes to Editor:

1. The British Fashion Council is a not for profit limited company set up in 1983 to promote British Fashion and co-ordinate this promotion through fashion weeks, exhibitions and showcasing events.



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2. BFC Colleges Council background; now in its seventeenth year, the BFC Colleges Council aims to develop links between Britain's top fashion colleges and the industry. 32 Colleges are members of the BFC Colleges Council, to see a full college listing please visit www.britishfashioncouncil.com

3. Clare Waight Keller, Creative Director would like the graduates to design a collection of 5-6 outfits for either a womenswear or Menswear capsule, and that could also include soft accessories, hats and scarves. The project is looking for an Autumn/Winter 2010 concept, which both plays on the heritage of Scotland whilst still very modern and innovative. The outfits can be a combination of layered pieces of knit and fabric, or wovens with knitted trims or panelling, or entirely knitwear. Knitwear to be the largest component, garments of knitted fabric or knitted trims.