

BRITISH FASHION COUNCIL

**FASHION  
FORWARD**

in association with



**LONDON  
FASHION  
WEEK**

10-15 FEBRUARY 2008

**Canon**

PRINCIPAL SPONSOR

## Press Release

17<sup>th</sup> December 2007

### **'FASHION FORWARD' SPONSORSHIP WINNERS ANNOUNCED**

The British Fashion Council today announces that designers **Roksanda Ilincic**, **Richard Nicoll** and **Jens Laugesen** have been chosen as recipients of the prestigious Fashion Forward sponsorship award.

Sponsored by Westfield London, the scheme provides financial support to UK based designers who are in the early stages of developing their business and have already established a profile at London Fashion Week.

The award, consisting of a substantial cash prize, is to be used towards producing an on-schedule catwalk show at London Fashion Week, and has been previously won by Giles Deacon, Sinha-Stanic and Jonathan Saunders. Richard Nicoll and Jens Laugesen will be receiving sponsorship for the second time.

First-time winner Roksanda Ilincic launched her own label in 2002, and is fast becoming a regular feature on the London Fashion Week schedule. A romantic aesthetic runs through her designs which are crafted with references to haute couture, featuring special hand-tucks and

detailed pleats. Her clever cutting technique is displayed through her signature draped satin dresses, which are formed from one piece of fabric and twist around the body. Roksanda's creations are sold in some of the best internationally renowned stores and boutiques, such as Browns in London, Harvey Nichols in Hong Kong and Linda Dresner in New York. She has also just completed designing her first pre-collection with Net-a-Porter. On receiving the sponsorship, Roksanda said: "I am truly excited to receive the Fashion Forward award. Funding from Westfield London has come at a time when my business is developing fast, so to have strong financial backing is vital for me right now."

Richard Nicoll has been awarded sponsorship for the second consecutive season. The designer launched his label in 2004, and has recently acted as consultant for Thomas Pink, collaborating with the brand to produce a capsule collection. Upon receiving a second season of sponsorship, Richard remarked: "Receiving the Fashion Forward award has been a great asset. As my business grows, the award has come at an important point in the evolution of my label."

Jens Laugesen, who will also receive Fashion Forward sponsorship for the second time, said: "I am really honoured to receive this second season of funding, I am at the stage where this kind of financial support can push the brand to its next crucial level of expansion. Spring Summer 08 was my best sales season to date, and I hope that the forthcoming London Fashion Week show will allow me to continue this trend for the coming season." Laugesen's first runway presentation was held in September 2002 as part of Fashion East, and he was a New Generation Award recipient in 2003.

Hilary Riva, Chief Executive of the British Fashion Council commented: "Fashion Forward supports emerging creative talent at a time when it is often required the most. Previous recipients of the sponsorship continue to successfully grow and establish their business as influential fashion brands."

David Slade, Director of Westfield commented: "Westfield London is proud to sponsor three of the hottest young designers of the season. Promising young talent is a key element in contributing to the excitement of London Fashion Week both in the UK and internationally."

-ENDS-

For further information regarding Fashion Forward Sponsorship Winners please contact:  
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## **Notes to Editors:**

### About this season's Fashion Forward recipients

#### JENS LAUGESSEN

Born in Denmark in 1967, Jens Laugesen graduated from the Chambre Syndicale de la Couture Parisienne in 1991 and took a Masters in Fashion Management at the Institute Francais de la Mode in 1994. In 2002, he then graduated from Central Saint Martins MA fashion course and his collection was chosen by Parisian boutique Maria Luisa to be exhibited in the windows of the store during Haute Couture Week in July 2002. Today his collections are stocked in more than 25 high profile stores worldwide.

Press Contact: Sarah Bruce at Modus Publicity, 0207 331 1433

#### RICHARD NICOLL

British-born, Australian-raised designer Richard Nicoll was spotted by the fashion world soon after his graduation from Central Saint Martins in 2002. His career got off to a promising start when his final year collection was bought by Dolce and Gabbana. Since then, he has designed freelance for Louis Vuitton. Nicoll's strong, sculpted garments are now stocked in more than 35 stores worldwide, and he has built an impressive celebrity client list which includes Sophia Coppola, Kylie Minogue and Mischa Barton.

Press Contact: Bianca Fincham at The Communications Store, 020 7938 1010

#### ROKSANDA ILINCIC

Serbian-born Roksanda previously studied at the University of Architecture in her native Belgrade during the early 90s, before going on to study at Central Saint Martins, where she graduated with an MA in Womenswear in 2000. After gaining invaluable work experience with several designers she went on to launch her own label in 2002. Claudia Schiffer, Thandie

Newton, Cate Blanchett and Milla Jovovich have all graced the red carpet in Ilincic's romantic creations.

Press Contact: Mandi Lennard Publicity Ltd, 0207 729 2770

### About Fashion Forward

Fashion Forward is a scheme designed to provide support to UK based designers who have already established a profile at London Fashion Week through the New Generation programme, or who are at an equivalent stage in their business. The primary aim is to enable designers to show their collections at London Fashion Week. Fashion Forward sponsorship recipients are selected by a panel of press, buyers and representatives from the BFC and Westfield London. Westfield London is the inaugural sponsor of the Fashion Forward scheme, launched in September 2006.

### About Westfield London

Located just three miles from Oxford Street, Westfield London is set to become one of the Capital's best loved retail and leisure destinations when it opens for Christmas 2008.

Over 265 specialty stores will accommodate some of the world's finest brands, beneath a spectacular undulating glass roof. A specially created retail village will feature premium retailers in a luxurious environment.

Offering one of London's best days out, Westfield London will also feature extensive and eclectic dining options, a luxury 14 screen cinema complex and a beauty retreat and gymnasium. A host of exclusive customer services, activities and events will add to the retail and leisure offer to make Westfield London an unmissable destination in the capital.

Westfield London is co-owned by Westfield and German investment bank Commerz Grundbesitz-Investmentgesellschaft mbH (CGI). Westfield has interests in an investment portfolio of 119 shopping centres located in Australia, the United States, New Zealand and the United Kingdom.

For further information on Westfield please contact:

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