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PRESS RELEASE

‘FASHION FORWARD’ DESIGNERS RECEIVE BRITISH FASHION COUNCIL SUPPORT

The British Fashion Council today announces that designers **Christopher Kane, Erdem and Marios Schwab** will receive British Fashion Council **Fashion Forward** sponsorship for the second consecutive season.

The scheme, established two and a half years ago, provides financial support to the UK's most talented designer who are in the early stages of developing their business and have already established a profile at London Fashion Week.

The award, supported by the London Development Agency, consists of a substantial cash prize, to be used towards producing an on-schedule catwalk show at London Fashion Week, and access to business support specifically targeted at developing a growing designer fashion businesses.

Previous winners include Giles Deacon, Jonathan Saunders, Richard Nicoll, Sinha-Stanic and Roksanda Illincic. This season's recipients, despite being relatively new business have already garnered a following of international influencers and are sold in directional stores and boutiques.

In 2006, Christopher Kane launched his own label with his sister Tammy (collaborator and business partner) and has gone on to build his label into a major player in the high-fashion world. The label is a key contributor to trends, demonstrating a contemporary and progressive vision.

On receiving the sponsorship, Christopher said "I am delighted to have been awarded Fashion Forward sponsorship by the British Fashion Council at what will be my sixth catwalk show at London Fashion Week. Through the scheme I have had the opportunity to be profiled in all British Fashion Council publications. More broadly, it has provided invaluable assistance

in terms of growing and raising the profile of the Christopher Kane label and establishing contacts within the industry and press, both national and international. I am personally grateful to the British Fashion Council, in particular its members and wider staff, for their continued support of 'Christopher Kane'."

Erdem was launched in 2005 by Erdem Moralioglu and has since won plaudits for its signature look fusing sharp, forward tailoring with romanticism and bold graphic custom-designed silk prints. Erdem said "We are thrilled about winning Fashion Forward sponsorship! Showing in London is paramount to us as a brand, the sponsorship will not only allow us to show but also to grow as a company."

Marios Schwab has been credited with leading the body-conscious fashion movement with his figure hugging feminine dresses since his label launched in 2005. Marios commented "I am very excited about winning this award and am looking forward to the next collection. This award, to me, means recognition - both in a business sense as well as a creative one."

Hilary Riva, Chief Executive of the British Fashion Council commented: "Fashion Forward is a British Fashion Council support scheme which contributes to building a sustainable fashion industry in London, through providing funding to talented emerging designers at a time when it is often required the most. This season's winners are already on the way to establishing international businesses and reputations, we provide them with the platform and access to knowledge required to develop their businesses into influential fashion brands."

Sarah Ebanja, Deputy Chief Executive of the London Development Agency said:

"The London Development Agency is delighted to support Fashion Forward through its grant to the British Fashion Council. We want to support emerging designers in London to develop sustainable, internationally successful businesses and build on London's reputation as a hot bed for new talent. Fledgling designer start-ups need now need more support than ever to help them achieve growth. Backing from Fashion Forward will help to ensure that they achieve their maximum potential."

For more information and exclusive interviews with the designers visit www.londonfashionweek.co.uk/fashionforward

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For further information regarding this seasons Fashion Forward winners please contact:

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Notes to Editors:

About this season's Fashion Forward recipients

CHRISTOPHER KANE

Glaswegian-born Christopher Kane's designs creatively fuse fabric, colour and print. In the year 2000, Christopher moved to London when he was 17 years old to enroll at Central St Martins School of Art. Directly after showing his graduate collection, Christopher presented a private viewing of his work to the editor-in-chief of US Vogue, Anna Wintour. This led to him being invited to sit front row with Anna Wintour at Versace's A/W 06 show in Milan.

In September 2006, Christopher was awarded New Generation sponsorship from the British Fashion Council and he held his first solo catwalk show. He went on to receive NewGen support for four consecutive seasons. His successes culminated last year with the receipt of the New Designer of the Year award at the 2007 British Fashion Awards.

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ERDEM

This London ready-to-wear line was established in 2005 by Erdem Moralioglu. Erdem studied in Canada, and following a defining internship for Vivienne Westwood he moved to London in 2000, earning a masters degree from The Royal College of Art. He went on to close the 2003 RCA Show with his graduate collection. After a stint in New York assisting Diane Von Furstenberg, Erdem moved back to London to establish his own label.

Erdem has staged four London Fashion Week shows and in 2007 he was awarded with the British Fashion Council Fashion Enterprise Award sponsored by Swarovski. His exquisite designs are consistently in demand and are synonymous with style icons such as Keira Knightly, Kirsten Dunst, Nicole Ritchie, Elle MacPherson, Claudia Schiffer, Tilda Swinton and Chloe Sevigny.

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MARIOS SCHWAB

31 year old Schwab lives and works in London where he launched his label in 2005. First studying in Berlin where he graduated with distinction and Best Student Award from Esmond, he then moved to London where he graduated with an MA in Womenswear Fashion from Central St Martins in 2003.

Marios Schwab has shown on schedule at London Fashion Week since SS06 when he first received the British Fashion Councils NewGen sponsorship. He went on to receive NewGen sponsorship for four consecutive seasons.

His dresses have been worn by Kate Moss, Hilary Duff, Kylie Minogue, Thandie Newton and Clemence Posey.

Marios Schwab was awarded Best New Designer at the British Fashion Awards in 2006. In 2007 he was the winner of the Swiss Textiles Award.

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About Fashion Forward

Fashion Forward is a British Fashion Council 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 and develop their businesses through access to a range of advisors. Fashion Forward sponsorship recipients are selected by a panel of press, buyers and representatives from the BFC. Funding for this year's Fashion Forward programme has come from the London Development Agency.

The London Development Agency (LDA) The London Development Agency aims to improve the quality of life for all Londoners - working to create jobs, develop skills and promote economic growth. The LDA awarded the British Fashion Council a three-year funding package worth £4.2million in December 2007. As part of the grant agreement the British Fashion Council will provide business support to London's emerging designers and raise the profile of London Fashion Week to international markets.