

BFTA Fur Design Competition 2010

Winners announced

The results are as follows:

First Prize: Nicole Bradshaw, Kingston University – Nicole was chosen for her mink and silicone coat.

Second Prize: Astrid Andersen, Royal College of Art – Astrid was chosen for her Rex rabbit and nylon hooded jacket.

Third Prize: Hye Eun Kim, London College of Fashion – Hye Eun was chosen for Mink 'honeycomb' zip jacket.

Entrants were required to design a collection of garments and/or accessories incorporating the use of fur. The purpose of the competition is to encourage students to appreciate the possibilities for using fur in fashion and to learn about the Origin Assured™ initiative. Prize winners were selected because of their ability to design fur garments that were innovative and wearable. As part of the project, a group of finalists attended a one day workshop where they learnt about fur and were introduced to the different techniques that are possible.

Fashion designer Todd Lynn was among the final judging panel along with representatives from Saga Furs, and a designer at Hockley.

Todd Lynn said: "The competition entries were of a high standard and the finalists had worked very hard on their designs. Fur is a very exciting fabric to work with and the winning students created interesting designs that have a commercial feel as requested in their brief."

Following the results first prize winner, Nicole Bradshaw said: "I feel privileged to have had the opportunity to be shown all of the remarkable techniques acquired over many years by skilled furriers, as well as learning about exciting new developments within fur. I now understand how durable, versatile and experimental you can be with fur and feel this opportunity has been hugely inspirational. I feel incredibly fortunate to have won the BFTA Design Competition and look forward to continue using this knowledge in the future."

The winning garments will be put forward to the International Fur Trade Federation's (IFTF) design competition in 2011 – REMIX 2011

About BFTA:

The BFTA (British Fur Trade Association) represents the fur sector in the UK, promotes high standards and champions fur fashion.

BFTA is a member of the International Fur Trade Federation (IFTF). The IFTF promotes strict codes of practice that meet or exceed established and accepted animal welfare standards for wild and farmed fur. The BFTA and the IFTF strongly condemn cruelty to animals and their members do not trade in endangered species.

www.britishfur.co.uk

About Origin Assured:

This fur industry initiative gives consumers assurance about the provenance of fur they are buying. Just as people wish increasingly to know about the sources of their food, coffee and clothing, research among designers and consumers has shown that they too would like to know about the source of their fur.

When consumers see the OA™ label they can be certain that, wild or farmed, the fur comes from a country where national or local regulations or standards governing fur production are in force.

www.originassured.com



Winning design by Nicole Bradshaw