

UK designer wins Silver prize and Origin Assured prize at International REMIX competition 2010 in Milan

The British Fur Trade Association (BFTA) is delighted to announce that Eliana Dimitrakopoulou representing the UK, has recently been awarded the Silver prize and the Origin Assured prize at REMIX 2010, the International Fur Design Competition at La Visionnaire, in Milan.

The competition attracted 40 entries from designers in North America, Europe, Russia and Asia. Eliana's winning design was a purple multiwear mink cape.

Eliana was one of the prize winners in the British Fur Trade Association (BFTA) Fur Design Competition 2009. She is currently studying for her MA in Fashion Design and Technology at the London College of Fashion.

Following the results Eliana said: *"I would like to thank BFTA and IFTF for giving me the opportunity to represent the UK in this competition. It is a great pleasure to win these awards. Winning both the Silver and the Origin Assured (OA™) awards is fantastic - I fully support OA™. I see fur as a natural choice, sustainable, warm, soft and beautiful. REMIX was an amazing competition and very well organised. It has been an invaluable experience that has given me the opportunity to meet some really interesting people within the industry and view some fabulous fur pieces I wouldn't have had access to otherwise."*

At REMIX this year, IFTF introduced a new fourth prize category, the special OA™ award. This award recognises the designers who exclusively used OA™ fur in their designs. We are thrilled that Eliana also scooped this prize.

The competition judges included fashion designers Rubin Singer and Irina Shabayeva, ELLE US's Style Director, Kate Lanphear and comedienne, Joan Rivers, as well as senior representatives from the trade, international fashion media and fur trade press.

Italian designer, Laura Grillo, was awarded the Gold prize and the Bronze prize was awarded to Hyun Yeu, representing the Netherlands, for his bubblegum pink feathered fox fur dress.

To see the runway show, the winning garments and to experience the buzz and energy of the evening, please click below:

<http://www.youtube.com/watch?v=1fY5rJx1f3E>

All the designers taking part in the REMIX design competition are prize winners in their own national level design competitions, resulting in an outstanding level of innovative design.

For further information about the Origin Assured programme, please visit www.originassured.com

The REMIX competition was introduced in 2003 by the International Fur Trade Federation (IFTF), in collaboration with MIFUR, the Milan based International Fur and Leather Exhibition. Now in its seventh year, more than 300 students from 22 countries have taken part in this annual event since its inception. REMIX aims to encourage, inspire and support young designers as they develop and explore their relationship with fur, as well as to give them an opportunity to showcase their innovative designs to an international audience.

The BFTA is a member of the IFTF.