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University of the  
Arts London \* \*  
London College \* \*  
of Fashion \* \*

## PRESS RELEASE

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### **Fashioning the Future Awards 2011 Celebrates UNIQUE Talent**

The **Centre for Sustainable Fashion** at London College of Fashion is proud to announce that the third international **Fashioning the Future Awards** will be taking place in the spectacular surroundings of the **East Winter Garden in Canary Wharf** on **10 November 2011**.

**Fashioning the Future** has quickly established itself as the leading international student competition for design and innovation in sustainable fashion and attracts entries from all over the world. The awards were founded by the **Centre for Sustainable Fashion** at London College of Fashion to celebrate and empower the next generation of fashion professionals to employ creativity to challenge the current status quo and to redefine the shape and scope of the fashion industry.

This year's awards, which are themed around **UNIQUE** design, are being judged by a panel including CSF ambassador and fashion commentator, **Caryn Franklin**, organic beauty pioneer and CSF ambassador **Jo Wood**, supermodel and ethical fashion supporter **Erin O'Connor**, Chairman of the British Fashion Council **Harold Tillman CBE**, journalist, author and BBC ONE show presenter **Lucy Siegle** and **Baroness Lola Young** who has worked with the CSF through the All Party Parliamentary Group on Ethics and Sustainability in Fashion at the House of Lords.

Also joining the panel will be **Eduardo Escobedo**, of the Bio Trade Initiative United Nations Conference on Trade and Development (UNCTAD) and **Ann Massal**, International Brand & Innovation Director from **The Body Shop** who alongside **Canary Wharf** and **UNCTAD** are this year's **Fashioning the Future Award's** official supporters.

Inspired by the launch of the United Nation's International Decade on Biodiversity this year, the five categories that make up the awards are: **Unique Design, Unique Enterprise, Unique Communication, Unique Balance** and **Unique Materials and Processes**. Each category explores how designers can balance ecology and resources to develop products and ideas that embrace sustainable lifestyles.

Winners of this year's awards will receive a cash prize of £1000 as well as the recognition for innovation in sustainability from the fashion industry. On top of the five categories **The Body Shop** will be awarding a special '**One To Watch**' trophy which has been designed in the shape of the iconic Boston Round bottle and made from FSC rubberwood by The Body Shop first Community Fair Trade supplier in India, Teddy Exports.

Selected finalists – who come from over 30 countries around the world including Brazil, India, Australia and Canada will have their work captured through film, photography, display and interactive media, and showcased in the East Wintergarden at Canary Wharf which will be open to the public from 11<sup>th</sup> – 13<sup>th</sup> November 2011. The showcase will be a beautiful representation of how solutions to some of

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the world's toughest environmental imperatives will come from the next generation of designers.

The awards ceremony and accompanying exhibition will be a multi sensory experience featuring interactive zoetropes and sound pods specially designed by Kin ([www.kin-design.com](http://www.kin-design.com)). For your exclusive invite please contact the press office. For further information and images visit the [CSF website](#) or contact the press office (details below)

#### Notes to Editors

#### Centre for Sustainable Fashion

The Centre for Sustainable Fashion at London College of Fashion offers new visions for practices and processes in fashion that can contribute towards the creation of better futures. It takes a holistic, interdisciplinary, multi levelled approach towards design for sustainability, relating to fashion, exploring design-led solutions to ecological, social and cultural issues through research applied through business and education.

The Centre for Sustainable Fashion was founded by **Dilys Williams** in April 2008 who is a leading authority in the field with consummate knowledge and experience gained from leading design teams across the UK fashion sector and developing curriculum both within the college and across international university platforms. She has helped develop and shape the CSF giving it a world-wide reputation as the leading authority in Sustainable Fashion. The Centre boasts some of the industry's most respected and notable practitioners and researchers in the field including: **Dr Kate Fletcher**, whose work has been at the forefront of sustainable design in fashion and textiles for the last fifteen years and who has been instrumental in pioneering the concept of 'slow fashion'; **Professor Helen Storey**, whose pioneering projects Wonderland and Catalytic Clothing have fused fashion and science in ways not thought possible; Professor of Art, Fashion and the Environment **Lucy Orta** whose seminal work includes Antartica and Amazonia which address social, environmental and humanitarian issues; and Professor **Sandy Black** who focuses on inter-disciplinary design-led research, in the context of sustainability through projects such as Considerate Design which aims to assist designers

in developing sustainable fashion products which ultimately reduce throw away fashion.

<http://www.sustainable-fashion.com/>

#### London College of Fashion

London College of Fashion has an international reputation as a leading provider of fashion education, research and consultancy. The unique portfolio of specialist courses range in level, from short courses to Postgraduate. The subject range corresponds to the process of the creation, production and promotion of fashion and the management and marketing of those activities. Many of the College's courses are unique to the UK and offer students an experience unmatched by even a handful of specialist colleges worldwide.

The College's work is centred on the development of ideas: its staff and students use fashion alongside historical and cultural practice to challenge social, political and ethical agendas. This, combined with its forward-thinking business and management portfolio and its relationship with the global fashion and lifestyle industries, is the underpinning of its mission to "Fashion the Future."

Every dimension of the fashion industry employs LCF graduates from established designers like Jimmy Choo OBE and Beatrix Ong OBE (footwear) to rising stars like William Tempest (fashion designer), and respected entrepreneur and Chairman of the British Fashion Council, Harold Tillman CBE as well as fashion journalists Melanie Rickey and Sarah Harris.

[www.fashion.arts.ac.uk](http://www.fashion.arts.ac.uk)

#### United Nations

During the Twelfth United Nations Conference on Trade and Development held in Accra, Ghana, in April 2008, UNCTAD's 193 member States recognized that the conservation and sustainable use of biodiversity provides new opportunities for developing countries. They stressed that the trade in products and services related to biodiversity can be an important tool for preserving biodiversity and enhancing development. The conference also acknowledged the social, cultural, legal and economic complexity of the issue.



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UNCTAD has an important role to play in meeting the objectives of the International Year for Biodiversity through its contribution to shaping policy debates and thinking on sustainable development. It also works to promote the greater engagement of businesses and consumers in ecological concerns such as biodiversity. And it assists developing countries in addressing the challenges and opportunities of globalization in an ecologically responsible manner.

### The Body Shop

The Body Shop International plc is the original, natural and ethical beauty brand, with over 2,500 stores in over 65 markets worldwide. The Body Shop seeks out wonderful natural ingredients from all four corners of the globe to deliver products bursting with effectiveness, to enhance your natural beauty. By striving to use the planet's resources wisely, The Body Shop searches for outstanding natural materials and ingredients from across the globe to include in its range of products. The Body Shop is proud to have been the first beauty brand to have brought the benefits of fair trade to the beauty industry through its own unique Community Fair Trade programme, to have introduced 100% recycled packaging, and to raise funds and awareness on key issues of the day, including the sex trafficking of the most vulnerable in our society, children and young people.

The Body Shop has received the recognition of organisations including the British RSPCA, Royal Society for the Prevention of Cruelty to Animals, having been proudly awarded the prestigious RSPCA 'Lifetime Achievement Award 2009', *"in recognition of the significant contribution the company has made in helping to achieve a ban on animal testing and in particular the work carried out by its late founder Dame Anita Roddick"*. In addition The Body Shop is pleased its products continue to win illustrious awards and accolades internationally. The brand continues to be cited as an 'ethical' and 'green brand.'

[www.thebodyshop.com](http://www.thebodyshop.com)

### Canary Wharf Group plc (CWG)

Camille Waxer, Chief Administrative Officer at Canary Wharf Group comments *"Canary Wharf Group is recognised as one of the country's top 'green'*

*companies. Working with the London College of Fashion offers an opportunity to support both emerging designers and innovative ways to protect our future."*

Canary Wharf Group plc has achieved one of the greatest feats of civic transformation – an iconic urban regeneration, designing and constructing over 15 million square feet of office and retail space across its 97 acre East London Estate.

20% of the Estate is landscaped parks, plazas and walkways with over 1,000 trees, 88 floral species and each year 70,000 seasonal plants are planted. Canary Wharf also has one of Britain's highest concentrations of 'green' roofs, reducing energy use and encouraging biodiversity. CWG has been named one of the *Sunday Times* Best Green Companies in Britain for the past three years. 95,000 people work at Canary Wharf, with the population projected to double by 2025.

Canary Wharf's world-class Arts & Events programme includes over 100 events each year and more than 60 art works by 45 artists and designers is found throughout the Estate. Temporary art exhibitions run throughout the year and CWG won the Christie's Award for Best Corporate Art Collection and Programme at the International Art and Work Awards in November 2010, beating entries from around the world.

[www.canarywharf.com](http://www.canarywharf.com)

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