

## British Fashion Council Headonism Designers SS14

Tuesday 27 August, 2013

Headonism is a British Fashion Council initiative curated by Stephen Jones that celebrates and supports the UK's emerging talents in millinery. This season, five of the best British headwear designers will be showcasing with Headonism at London Fashion Week.

Returning to Somerset House this September are Aurora Ozma, Emma Yeo, Moody & Farrell and William Chambers alongside new candidate to the Headonism scheme, Keeley Hunter.

The five SS14 millinery collections will be exhibited in the Designer Showrooms and on Friday 13th September, from 5pm-7pm, Stephen Jones and the designers will host a launch party in their space on the ground floor of Somerset House.

Previously part of the Headonism scheme is world renowned milliner, Piers Atkinson who will also be showing his SS14 collection at Somerset House over London Fashion Week.

Caroline Rush, CEO of the British Fashion Council, commented: "Season on season, the Headonism initiative just keeps getting stronger as they continue to take the world of hat making by storm - and it's with great thanks to Stephen and all the talented designers involved. This September, I'm really looking forward to seeing the SS14 collections from this diverse group who together work so well, yet as individuals have completely unique design aesthetics".

"The Headonism milliners are simply the best in the world. It's fantastic to work with them and a real pleasure to offer my guidance to such an exciting group of creatives." - Stephen Jones, milliner and curator of Headonism

Mentored by renowned milliner Stephen Jones, Headonism launched in 2009, during the BFC's 25 year celebrations by Mayor of London, Boris Johnson. The initiative offers various showcasing opportunities with bi-annual installations at London Fashion Week.

The Designer Showrooms at London Fashion Week run from 13th - 17th September, 10am - 7pm

-Ends-

For more information please visit [www.britishfashioncouncil.com/headonism](http://www.britishfashioncouncil.com/headonism)

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