

THE FASHION FUTURES AWARDS ANNOUNCES 2017 WINNERS

LONDON, May 17th - The Fashion Futures Awards, organised and hosted by Decoded Fashion in partnership with the British Fashion Council, named the winners of its third edition yesterday evening at an awards ceremony held at the IET: Savoy Place.

The Fashion Futures Awards celebrate how the fashion and retail industries are evolving through tech based ideas, solutions and tools. The evening saw six accolades awarded in recognition of the achievements of the disruptors, visionaries, and innovators pushing the boundaries of what's possible in fashion and retail.

The Fashion Futures Awards' highest honour, **The Visionary**, jointly chosen by the British Fashion Council and Decoded Fashion, was awarded to **Farfetch**, the global luxury fashion online platform. The accolade recognises the brand spearheading innovation, disrupting the norm, and was awarded based on the strength of Farfetch's unique contribution to innovation in the fashion industry.

Pictofit + Sabinna Studio, who teamed up with the Fashion Innovation Agency at London College of Fashion, UAL to make a mixed reality shopping experience, picked up the **Beyond the Runway** award.

Technology partnerships present the potential and opportunity to innovate; the **Digital Coalition** award was presented to **Tommy Hilfiger x Slyce** for **Tommyland Snap:Shop**. The app enabled guests to its catwalk show to take in-app photos of models on the runway to receive instant e-commerce links for the items on display. The concept has been extended to enable consumers to take pictures of in-store products or print ads/billboards, in-app, from the A/W 17/18 campaign and immediately purchase the items.

The **Game Changer** award, which celebrates the startup set to disrupt fashion in 2017, went to **MishiPay Ltd** for eliminating the pain of the queue. MishiPay allows shoppers to complete their purchase completely independently by picking up an item, scanning the barcode with their phone, pay via their handset, and then simply walk out of the door with their items.

Mobile is one of the most disruptive changes affecting the industry, and the **Master of Mobile** award was awarded to **Gap** for its fully shoppable **DressingRoom** augmented reality (AR) app. DressingRoom allows shoppers to try on clothes remotely, showing them in context and adjusting to the consumer's size.

The 2017 awards were judged by an esteemed panel of judges from across both the Fashion and Tech industries, including:

- Caroline Rush, Chief Executive, **BFC**
- Maria McClay, Industry Head - Fashion, **Google**
- Sheena Sauvaire, CMO, **Topshop**
- Eve Williams, Head of Brand Experience, **ASOS**
- Robin Derrick, Executive Creative Director, **Spring**
- Matthew Woolsey, Managing Director, **NET-A-PORTER**
- Amy Cole, Head of Brand Development, **Instagram**
- Shadi Halliwell, Group Marketing & Creative Director, **Harvey Nichols**
- Marc Worth, CEO, **Stylus Media Group**
- Katie Baron, **Head of Retail, Stylus**
- Sasha Astafyeva, Principle, **Felix Capital**
- Clara Mercer, Head of Communications, **BFC**

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For more information, visit: www.london.decodedfashion.com/fashion-futures-awards

About Decoded Fashion

Decoded Fashion is the leading global fashion tech event series, connecting emerging technologies and decision-makers in Fashion, Beauty and Retail. Its Summits include hackathons and startup competitions in New York, London & Milan. These events are produced with top industry partners including the CFDA, British Fashion Council, IMG and Pitti mmagine. Decoded Fashion also hosts a global networking series - DF Meetups - in 12 countries, including France, Canada, Australia, Germany, Ireland, Brazil and Singapore. Decoded Fashion is headquartered in New York, with an office in London.

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