

Red carpet frocks and long-johns take centre stage at UK Fashion Export Awards 2009

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HRH The Princess Royal and Joanna Lumley presented the Awards at The Landmark, London – winners from London, Scotland, Cambridgeshire and the Midlands

Sexy eveningwear and quintessentially English underwear manufacturers were among companies that took top prizes in the UK Fashion Export Awards held in London today (4 June 2009).

Red carpet favourite Jenny Packham, whose dresses are worn by leading actresses such as Kiera Knightley and Mischa Barton, won the high octane glamour category. Derbyshire-based John Smedley has 225 years' experience in creating fine knitwear with a fan base that includes Tom Cruise and Madonna – whether they prefer the fancy sweaters or the comfy undies remains an unanswered question. Smedley took two awards - the Gold, sponsored by HSBC, for long-standing export excellence, as well as the trophy for best heritage collection.

Other winners, who came from London, Scotland and Cambridgeshire, were Ben Sherman, now more than just an iconic shirt which walked away with the best retailer prize; Irish designer Orla Kiely; streetwear brand Supremebeing; ethically aware Scottish knitwear firm Eribé; eyewear specialists Cutler & Gross; footwear firm F-Troupe; Handwritten, women's dresses and separates run by former Ghost founder Tanya Sarne; Playful Promises, flirty lingerie and swimwear; and quirky Japanese milliner Misa Harada.

Sex toys and sexy lingerie and swimwear company Myla reached the finals with its first entry.

Worth more than £3bn a year, British fashion exports have held their own over the past year as international demand has continued for cutting-edge collections with a strong traditional look. A more favourable exchange rate has also helped, says Paul Alger, executive director, UK Fashion Exports, the export division of the new UK Fashion and Textile Association, which organised the event. HSBC and Scottish Development International were the headline sponsors.

Ends.

Note to Editors:

UK Fashion Exports (UKFE) is the export division of the UK Fashion and Textile Association (UKFT), the body that represents the fashion and textile sector. UKFE offers practical help to British exporters as well as to overseas buyers, agents and press. Apparel exports are estimated at £3bn a year and represent one of the most creative sectors within the UK economy.

Companies such as Aquascutum, Ben Sherman, Belinda Robertson, Chester Barrie, Berlei, Dents, figleaves.com, Frank Usher, Goat, Gossard, Henri-Lloyd, Henry Poole & Co., John Smedley, Links of London, Mulberry, Orla Kiely, Rainbow Club, Sam Ubhi, Sara Berman, Sarah Arnett, Tickittyboo, Speedo, Start-Rite, Tateossian, The Duffer of St George and Vivienne Westwood are among more than 230 companies that have benefited from winning an Award over the past 23 years.

For further information and pictures – from the event and product shots – please contact:

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