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## Fashion Innovators

24 June 2009, 10:55AM

INNOVATION - the bi-annual initiative set up by the **Ethical Fashion Forum** (EFF), to raise the profile of new designers working within ethical fashion - has announced its shortlist for the spring/summer 2010 competition, and revealed that this year's judging has been tougher than ever.

"The quality of entries to this years INNOVATION competition was outstanding, both in design and sustainability terms," Tamsin LeJune, director and founder of the EFF said. "The vetting panel have been working overtime to come up with a shortlist, and the 12 designers on it stand amongst the most exciting new fashion talent in the world."

Previously won by LFW's **Christopher Raeburn**, this year's finalists - Ada Zanditon, Henrietta Ludgate, Lu Flux, Lalesso, Outsider, Mark Liu, Dandi Maestre, NV London Calcutta, MIA, Julia Smith, Hetty Rose and Rosette - will be judged by a panel including Anna Orsini (**The British Fashion Council**), Yasmin Sewell (**Liberty**), Dr Francis Corner (**London College of Fashion**) and Dolly Jones (VOGUE.COM).

The initiative's five winners will be announced in early autumn and will receive mentoring support from industry experts and will showcase their collections at two of London's premium fashion trade shows - London Fashion Week and PURE.

For more information on the competition visit [www.ethicalfashionforum.com](http://www.ethicalfashionforum.com).

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*Lauren Milligan*

**TAGS:** British Fashion Council , London College of Fashion, Dolly Jones, Innovation, Ethical Fashion Forum

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