**Prof. Jimmy Choo's JCA | London Fashion Academy Partners with R|Elan™ Circular Design Challenge and United Nations in India to Promote Global Sustainable Fashion Talent**

JCA | London Fashion Academy proudly announces the second edition of its scholarship-supported MA Fashion Entrepreneurship in Design and Brand Innovation (Sustainability Capsule Programme). Continuing their collaboration with Lone Design Club for the second consecutive year, JCA also introduces R|Elan™ Circular Design Challenge (CDC), in partnership with the United Nations in India, as its new thought leadership partner.

Located in Mayfair, Prof. Jimmy Choo's JCA | London Fashion Academy distinguishes itself from other institutions through its emphasis on practice-based learning, participation in London Fashion Week shows, and retail opportunities. The Academy is committed to nurturing the next wave of fashion designers, offering support from the moment they join.

Building on the achievements of last year's MA Sustainability Capsule Programme, which successfully launched several new sustainable designers, JCA is renewing the scholarship programme for a second year. This iteration is supported by India's premier sustainability award for circular fashion, the CDC, and Lone Design Club, the UK's fastest-growing retail pop-up specialist for sustainable and independent brands.

The CDC is an initiative presented by R|Elan™, a next-generation fabric brand from Reliance Industries Limited (RIL), in partnership with the United Nations in India. The United Nations in India, comprising 26 Agencies, Funds, and Programmes under the leadership of the UN Resident Coordinator, collaborates with the Government of India and other partners to achieve national development goals and Sustainable Development Goals. For over six years, the CDC has been dedicated to promoting sustainability and circular practices in the fashion industry, becoming India's most significant award in this field. The CDC finalists have the opportunity to present at the Lakmē Fashion Week x FDCI in late October, with winners receiving monetary prizes and mentorship.

This year, the CDC's international jury sessions began in Milan and concluded in Mumbai, India. Each session featured remarkable pitches from talented designers, who presented their work before a distinguished panel. The finalists presenting at the upcoming edition of Lakmē Fashion Week X FDCI in October include Wenyan Xu of Saltless for Europe, Tsang Fan Yu for the Asia-Pacific region, Silvia Acién of ACIEN

for the UK, and Gautam Malik of Jaggery, Ritwik Khanna of RKive City, and Chandini Batra of A Blunt Story from India.

Rakesh Bali, Senior Vice-President of Reliance Industries Pvt. Ltd., expressed his enthusiasm for this new partnership, stating: "It is my pleasure to announce a landmark collaboration that will propel the future of sustainable fashion. The R|Elan™ Circular Design Challenge has long been a leader in promoting sustainability and circularity in the fashion industry. Today, we are excited to partner with JCA | London Fashion Academy to support their MA Sustainability Capsule Programme. This collaboration aims to inspire and empower young designers to pioneer green fashion, creating innovative and sustainable designs. We look forward to witnessing the groundbreaking work that will emerge from this partnership and its positive impact on the global fashion landscape."

The MA Fashion Entrepreneurship in Design and Brand Innovation (Sustainability Capsule Programme) is designed to identify, nurture, and launch the best sustainable designer entrepreneurs, with a strong emphasis on sustainable materials, business models, and creative practices. Throughout this year-long programme, learners—referred to as designer-entrepreneurs—will develop their brand, design, and produce their inaugural collection, ready for a professional launch at the Academy’s London Fashion Week show in September 2025. The programme is inclusive of diverse design pathways, including menswear, womenswear, unisex fashion, fine tailoring, red carpet couture, bridal, lingerie, accessories, and footwear.

This hands-on, design-focused course combines business acumen with vocational skills, providing learners with a well-rounded education. During the programme, the CDC will offer workshops to help learners develop their concepts, sharing expertise and knowledge in circularity and sustainability with the emerging designers at JCA.

With government funding available for UK applicants, global scholarships, and additional resources provided through this partnership, the programme aims to attract top sustainable design talent. These talented individuals will be supported in developing a commercially viable brand, creating their first collection, and launching it at London Fashion Week, where it will be immediately available for purchase at Lone Design Club.