

## **MEDIA STATEMENT**

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### **GOH CHOK TONG YOUTH PROMISE AWARD DISTINCTION WINNER WINS FIRST CHARLOTTE OLYMPIA BA CORDWAINERS SCHOLARSHIP**

1. Mohammad Firdaos Mohammad Rasiff, recipient of last year's Goh Chok Tong Youth Promise Distinction Award, has now become the **FIRST** recipient of the Charlotte Olympia BA Cordwainers Scholarship.
2. Mohammad Firdaos is currently a first year student at the University of the Arts London (London College of Fashion), pursuing a BA (Hons) in Cordwainers Footwear: Product Design & Innovation. The fashion school has an illustrious roll call of alumni that includes Charlotte Olympia Dellal herself, as well as Jimmy Choo, Nicholas Kirkwood, Patrick Cox, Sophia Webster and many more.
3. With the scholarship, Mohammad Firdaos first three years of BA (Hons) studies will be funded fully, and he will also receive a paid internship at Charlotte Olympia to gain hands-on experience during the second year of the scholarship.
4. This marks the first dedicated footwear BA scholarship to launch as part of the British Fashion Council Education Foundation, which aims to attract young people into the industry through scholarships and vocational routes.

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