

ASOS Supports Talent

ASOS has a long history of supporting up-and-coming talent. Last year, we kicked off a programme to work with individuals on their passion projects and help bring them to life. That included everything from a dinner with musician Loyle Carner to raise money for his cooking school for kids with ADHD, to an exhibition with photographer Elizabeth de la Piedra that shone a light on the life of a transgender woman of colour in LA.

We believe it's our role and responsibility to support the next generation of creative talent and are excited to announce this year's ASOS Supports Talent group from around the world. Each person is focusing on a cause they care deeply about and will hold an event to celebrate their project, which will take place in four cities over three weeks in May and June.

For more information, please contact press@asos.com



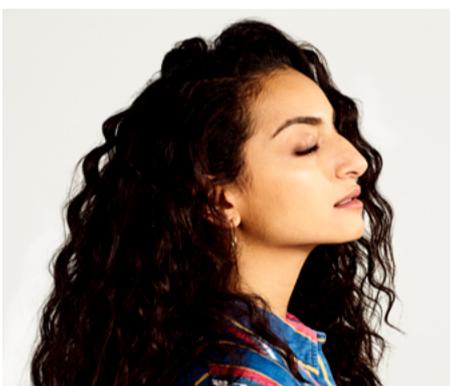
UK - Declan McKenna

Declan McKenna won Glastonbury Festival's Emerging Talent Competition in 2015, and his first single – the self-released Brazil – received critical acclaim for its politically conscious lyrics. Despite having caught the attention of many a fan in Brazil and it being the subject of one of his formative songs, Declan is yet to travel to the country. This project gives Declan the unique opportunity to come full circle and see one of his biggest points of inspiration of new eyes. With the assistance of some local young people he'll add context and a new lease of life to his relationship with Brazil. Declan will premiere a short documentary and new video for Brazil at a showcase for UK fans before releasing the film online.



UK - Gal-Dem

This magazine and collective offers the opinions of women of colour to a wider audience, working across the arts, politics, and music to provide support in their creative endeavours. Born out of frustration with a lack of diversity at her university, Liv Little –gal-dem's founder – set about reaching out to women of colour, like herself and producing thought-provoking and eye-catching content. Through an ambitious audio-visual project, working with Britain's best and brightest poets, gal-dem will unpack what home means to women of colour in 2017. The exhibition will include photography and video footage representing the 'home' of each poet, which will be projected around the venue alongside live performances of poetry..



US - Yumna Al-Arashi

Yumna Al-Arashi is a 27-year-old photographer and storyteller from Washington. Her ongoing photography work has received support from Art in Embassies, National Geographic Abu Dhabi, the International Women's Media Foundation and VSCO. Yumna's work confronts her own struggles with identity and placement within society as both a woman and a Muslim. Her work seeks to push boundaries, create space for thought and discussion, and break the barriers faced by women. She believes in creating an experience, rather than just an image, and will further represent these values as a part of her ASOS Supports Talent passion project – a fine art photo and audio visual exhibition entitled SHEDDING SKIN.



US - Bryndon Cook

Bryndon Cook is a 24-year-old Washington D.C. native by way of Atlanta, now residing in NYC. He's a session/touring musician for Dev Hynes and Solange (among others), but graduated from SUNY Purchase's prestigious BFA Acting Program. A few years ago, Bryndon wrote the song Maryland Boys Choir and will be working with a boys choir to release the track. The mission statement is to: 'identify musically talented young male students and help them to develop self-esteem by revealing and nurturing their creativity through expression.'



AUS - Amrita Hepi

Amrita is a dance activist and choreographer of Australian Aboriginal and Maori heritage, whose work and practice sits in the nexus between pop culture and contemporary dance with a focus on intersectionality. She has exhibited and performed nationally and internationally at the Sydney Opera House, Next Wave Festival, the Museum of Contemporary Art Australia, TEDx, the Australian Centre for Contemporary Art and the Banff Centre in Canada. Working with four of Australia's most exciting performers, Amrita will be choreographing and directing four solos focusing on what it is that politicises their movement, body and practice. She will also be producing workshops with minority groups to encourage more people to get into dance.

About ASOS

ASOS is a global fashion destination for 20-somethings. We sell cutting-edge fashion and offer a wide variety of fashion-related content, making ASOS.com the hub of a thriving fashion community. We sell over 85,000 branded and own-label products through localised mobile and web experiences, delivering from our fulfilment centres in the UK, US and Europe to almost every country in the world. We tailor the mix of own-label, global and local brands sold through each of our eight local language websites: UK, US, France, Germany, Spain, Italy, Australia and Russia.

ASOS's websites attracted 127 million visits during February 2017 (February 2016: 106 million) and as at 28 February 2017 it had 14.1 million active customers¹ (29 February 2016: 10.9 million), of which 5.0 million were located in the UK and 9.1 million were located in our international territories (29 February 2016: 4.3 million in the UK and 6.6 million internationally).