

British Fashion Awards 2014

IN PARTNERSHIP WITH

SWAROVSKI

PRESS RELEASE

29TH OCTOBER 2014

VOTE NOW FOR THE BRITISH STYLE AWARD 2014

The British Fashion Council looks to the public to decide the winner of the **British Style Award 2014**. Previous winners include **Alexa Chung** and **Harry Styles**. Cast your vote now and be in with a chance to win tickets to the British Fashion Awards.

This year the shortlist includes ten men and ten women who epitomise the very best of British style. The 2014 nominees are:

Amal Clooney	David Beckham	Helen Mirren	Kate Moss
Benedict Cumberbatch	David Gandy	Idris Elba	Keira Knightley
Bobby Gillespie	Douglas Booth	Jamie Hince	Ralph Fiennes
Cara Delevingne	Emma Watson	Jourdan Dunn	Rita Ora
Daniel Sturridge	FKA Twigs	Kate Bush	Tinie Tempah

The prestigious award will go the nominee who 'most embodies the spirit of British fashion and is an international ambassador for London as a leading creative fashion capital.'

The British Fashion Awards, in partnership with Swarovski, celebrates the very best talent in the fashion industry and now it is the public's chance to vote for Britain's best dressed. You can cast your vote here, at the British Fashion Awards website: www.britishfashionawards.com/britishstyle.

Everyone who votes will also be entered into a prize draw to win two tickets to attend the British Fashion Awards ceremony, at the London Coliseum, on Monday 1st December. Voting closes on Wednesday 5th November.

Official Presenting Sponsors for the 2014 British Fashion Awards are Canon, M•A•C, Toni & Guy and Vodafone. Official Sponsors are American Express, Marks & Spencer, Mercedes Benz, Penhaligon's and Rightster. The British Fashion Council would like to thank Fashion Monitor and Harrogate Spa.

- ENDS -

Join the conversation: #BFA

For more information and to see the full list of awards and nominees for 2014, please visit www.britishfashionawards.com

For press enquiries, please contact Charlotte Gray
charlotte.gray@britishfashioncouncil.com | +44 (0) 20 7759 1959

For tickets to the British Fashion Awards 2014 please contact Jennie Becker:
jennie.becker@britishfashioncouncil.com | +44 (0) 20 7759 1988

For access to official on demand video from the British Fashion Awards register with our media portal at:
britishfashioncouncil.rightster.com | For all enquiries contact - fashion@rightster.com | 0207 183 4545

britishfashionawards.com | Facebook: [BritishFashionCouncil](https://www.facebook.com/BritishFashionCouncil) | Twitter: [@BFC](https://twitter.com/BFC) | Instagram:
[@BritishFashionCouncil](https://www.instagram.com/BritishFashionCouncil)