

# The Fashion Awards 2017

IN PARTNERSHIP WITH  
SWAROVSKI

**PRESS RELEASE**  
**10<sup>TH</sup> AUGUST 2017**

## **ANNOUNCING THE FASHION AWARDS 2017 IN PARTNERSHIP WITH SWAROVSKI**

Download a selection of images from The Fashion Awards 2016: <https://we.tl/Ufw0tnXobn>

The British Fashion Council (BFC) is delighted to announce that **The Fashion Awards 2017 in partnership with Swarovski** will take place on **Monday 4<sup>th</sup> December**, returning to iconic London venue **The Royal Albert Hall**. The annual celebration of fashion excellence will once again shine a spotlight on exceptional individuals and businesses, both British and international, that have made incredible contributions to the global fashion industry. The Fashion Awards are the primary fundraiser for the BFC's Education Foundation; the legacy of the awards is to secure the future generation of fashion talent while celebrating the outstanding contributions of current industry leaders.

### **SWAROVSKI PLEDGES £300,000 TO THE BFC EDUCATION FOUNDATION**

As part of their continued and generous support of The Fashion Awards 2017, Swarovski has pledged **£300,000** to the **BFC Education Foundation** in advance of the night itself. With the designers behind some of the world's most acclaimed brands educated in Britain, the BFC and Swarovski are both committed to ensuring that young talent has access to the best education available, regardless of financial background. By raising funds for the BFC Education Foundation each year, The Fashion Awards aims to secure a sustainable lifeline for the future generation of the industry, whose ability to study is impacted by the current level of tuition fees and living expenses.

We ask the industry to support further by making a donation of their own: [fashionawards.com/DONATE](http://fashionawards.com/DONATE)

**Nadja Swarovski**, Member of the Swarovski Executive Board, commented: *"An essential part of Swarovski's mission is to nurture young designers and invest in the next generation of fashion talent. Our mission aligns brilliantly with the British Fashion Council and The Fashion Awards, as these awards are both a celebration of the best in global fashion, and a vital platform to raise funds for the BFC's Education Foundation. Young designers are the heartbeat of our business, and it's up to all of us to foster and champion their visions to keep our industry thriving."*

**Dame Natalie Massenet**, Chairman British Fashion Council commented: *"Last year we set the goal of raising £10million in 10 years to educate talented young people. The resounding success of last year's Awards, as a spectacular gala to honour so many incredible individuals and also as a fundraiser, reinforces that this is a target that the industry supports. Swarovski and the BFC share the goal to promote, support and educate talent. We thank Swarovski for their generosity in supporting The*

*Fashion Awards and our Education Foundation and look forward to welcoming the fashion industry on December 4<sup>th</sup> in London.”*

Education is one of the BFC’s five Strategic Pillars. The Fashion Awards 2016 raised a total of £700,000 from which £300,000 was donated to the BFC Education Foundation and £400,000 invested in NEWGEN, Business Support and the BFC Colleges Council. In the last academic year, the BFC’s Education Foundation has awarded over £100,000 across 12 BA and MA scholarships. The donation from last year’s awards will allow the BFC to broaden the variety and number of scholarships for the upcoming academic year. The success of students who have already benefitted from the Education Foundation is a reminder of how vital this funding is – and The Fashion Awards will help to secure the future education of many more like them.

### **THE FASHION AWARDS 2017 AWARD CATEGORIES**

The Fashion Awards are the international ceremony for the fashion industry, celebrating the best of British and international talent. London is globally recognised for its creative talent and businesses and is therefore the best place to celebrate the incredible success of our home-grown designers but also those who play an important part in our industry’s culture and reputation.

The event brings together attendees including designers, brands, business leaders, influencers, creatives, investors, media, VIPs, students and members of the public to celebrate the year in fashion. The diversity of the audience reflects the culture of the industry, and the awards recognise not just designers but the wide constellation of talented people who bring fashion to life.

Nominees and winners for The Fashion Awards 2017 will be voted on by an international judging panel, made up of over 2,000 key industry figures from all corners of the fashion industry. The awards which the panel will be asked to vote on this year are as follows:

**Accessories Designer of the Year**

**British Designer of the Year - Menswear**

**British Designer of the Year - Womenswear**

**British Emerging Talent – Menswear (including accessories)**

**British Emerging Talent – Womenswear (including accessories)**

**Business Leader**

**Designer of the Year**

**Model of the Year**

**Urban Luxury Brand**

A number of special recognition awards are also presented on the night, and are announced in advance of the event itself, in recognition of the weight of the achievements they represent. These

accolades are as follows: The **Outstanding Achievement Award**, the **Swarovski Award for Positive Change** and the **Isabella Blow Award for Fashion Creator**.

**Caroline Rush CBE**, CEO British Fashion Council commented: *“Last year’s awards marked a landmark moment for the Education Foundation; it has been fantastic to see our industry reaffirm its support for education with such generosity. As we look to the future of the Foundation and the Fashion Awards, Swarovski have set the bar with their incredibly generous donation to this year’s fundraising efforts.”*

### THE FASHION AWARDS 2017 PARTNERS

Principal Sponsor SWAROVSKI. Official Presenting Sponsor American Express. Official Sponsors Cîroc, Marks & Spencer and Mercedes-Benz.

Ticket pre-sale will start on the 15<sup>th</sup> August for customers of American Express, the official credit card of The Fashion Awards. General sale will start on the 18<sup>th</sup> August on [fashionawards.com](http://fashionawards.com).

To see a full list of The Fashion Awards 2016 winners please click [here](#).

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Join the conversation: #EducationFoundation | #FashionAwards

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**The British Fashion Council** (BFC) was set up in 1983 to promote British fashion internationally and co-ordinate this promotion through fashion weeks, exhibitions and showcasing events. The BFC now supports designers beginning at college level and extending to talent identification, business support and showcasing schemes to help British designer businesses develop their profiles and business globally and promote British fashion and its influential role in Britain and London. The BFC Colleges Council offers support to students through its Foundation, BA and MA scholarships, links with industry through design competitions and Graduate Preview Day. Talent identification and business support schemes include BFC Fashion Film; BFC Rock Vault; BFC Headonism; BFC/GQ Designer Menswear Fund; BFC/Vogue Designer Fashion Fund and NEWGEN. The BFC supports Boden’s Future British initiative. The BFC also runs and owns charities including the BFC Fashion Arts Foundation, the BFC Fashion Trust and the BFC Education Foundation. Showcasing initiatives and events include London Fashion Week, London Fashion Week Men’s, LONDON show ROOMS, International Fashion Showcase, London Fashion Week Festival and the annual celebration of excellence in the fashion industry: The Fashion Awards.

**Swarovski** delivers a diverse portfolio of unmatched quality, craftsmanship, and creativity. Founded in 1895 in Austria, the company designs, manufactures and markets high-quality crystals, genuine gemstones and created stones as well as finished products such as jewelry, accessories and lighting. The Swarovski Crystal Business is run by the fifth generation of family members and has a global reach with approximately 2,800 stores in around 170 countries, more than 27,000 employees, and revenue of about 2.6 billion euros in 2016. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2016, the Group generated revenue of about 3.37 billion euros and employed more than 32,000 people. A responsible relationship with people and the planet is an integral part of Swarovski’s heritage. The global Swarovski Waterschool education program has reached 461,000 children on the world’s greatest rivers, and the Swarovski Foundation, set up in 2013, works to support culture and creativity, promote wellbeing, and conserve natural resources to achieve positive social impact.

**BFC Education Foundation:** The BFC Education Foundation is dependent upon the generosity of the companies and individuals funding scholarships; Charlotte Olympia, Coach, Marks & Spencer, Mulberry, Dame Natalie Massenet and Eiesha Bharti Pasricha. The project has also been partly supported by HM Government with Employer Ownership funding through Creative Skillset and The Fashion Awards. The BFC Education Foundation is a registered charity in England and Wales with number 1064820. The BFC may transfer information to the BFC Education Foundation to contact donors directly. Past MA scholarship winners include Graeme Raeburn, Designer, **Rapha** (2001); John Mooney, Brand Creative Director, **ASOS** (2001); Erdem Moraloğlu, Designer and Founder, **Erdem** (2002); Aitor Throup, Executive Creative Director, **G-Star Raw** (2004); Daphne Karras, Head of Womenswear, **Kenzo** (2004); Andres Azubel, Senior Menswear Designer, **Givenchy** (2005); Nabil El-Nayal, Designer & founder, **Nabil Nayal** (2008); Nicola Morgan, Senior Designer, **Thierry Mugler** (2009); Alice Bastin, Head of Leather & Fur RTW, **Alexander McQueen** (2011); Emma Hardstaff, Womenswear Designer, **Burberry** (2012); Matty Bovan, Designer and Founder, **Matty Bovan** (2013) and Pip Paz-Howlett, Print Designer, **J.W. Anderson** (2015).