

# The Fashion Awards 2017

IN PARTNERSHIP WITH

SWAROVSKI

**PRESS RELEASE**

**27<sup>TH</sup> NOVEMBER 2017**

## **STELLA MCCARTNEY TO BE HONOURED WITH SPECIAL RECOGNITION AWARD FOR INNOVATION AT THE FASHION AWARDS 2017 IN PARTNERSHIP WITH SWAROVSKI**

The Fashion Awards 2017 in partnership with Swarovski will award Stella McCartney OBE with a Special Recognition Award for Innovation, celebrating her outstanding contribution to the fashion industry. McCartney will be honoured on Monday 4<sup>th</sup> December at the Royal Albert Hall for her commitment to material innovation and for utilising her influence to raise awareness of environmental issues. Her constant investment as a responsible, authentic and modern business is what makes her one of the industry's most respected designers.

Stella McCartney's commitment to environmental issues started at an early age. As a vegetarian passionate about animal rights, McCartney has never used any leather, fur, skins or feathers in her designs. After having completed a degree in fashion design at central St Martins, McCartney's international career officially commenced in 1997, when she was appointed Creative Director at French luxury house Chloé. In 2001, Stella McCartney established her eponymous fashion house in 50/50 partnership with global luxury group, Kering.

Since its launch, Stella McCartney's brand has had a deeply rooted commitment to ethical values, believing the company is responsible for the resources it uses and the impact it has on the environment, constantly exploring innovative ways to become more responsible from design to store practices and product manufacturing. McCartney's main mission in combining her brand's commitment to sustainability without compromising on luxurious beautiful designs is what makes her a game changer in the industry, a true innovator.

**Stella McCartney commented:** *"I'm incredibly proud to get this award. What I am most proud of is that it is a new award that is introduced into the Fashion Awards, a special recognition on innovation. I am hoping that as being the first recipient, I can inspire other design houses to follow suit and to make this the most prestigious award, not just a one off."*

**Dame Natalie Massenet, Chairman British Fashion Council commented:** *“It is a great honour to present the Special Recognition Award for Innovation to Stella McCartney. Stella is a fashion pioneer, she has created a modern business that in turn has led her to be at the forefront of sustainable sourcing and material innovation. She is proof that high and ethical fashion combined can create astonishing results and her innovative approach to the industry is an inspiration to us all.”*

Stella McCartney’s dedication to Innovation is evident through-out all her collections which include women’s ready-to-wear, menswear, accessories, lingerie, swimwear, kids, fragrance and the adidas by Stella McCartney collection. Each and every product category incorporates a responsibly minded approach. This includes the use of vegetarian leather which greatly reduces the high negative impact of leather on the environment due to the land required for cattle grazing and growing feed, methane released from the animals, and energy consumption of tanneries. Innovative materials including sustainable viscose from certified forests, reducing the effect on deforestation, while 62% of all the cotton used in the collections is organic. The wool used is sourced from sustainably managed farms and all the cashmere is regenerated. The brand also works with recycling partners for all synthetic materials, in order to reduce the need for fossil fuels to be used for textile production, like ECONYL which uses an innovative regenerated technology to make a virgin quality recycled nylon with the ability to infinitely regenerate nylon waste into new fibres without loss of quality.

Most recently, over the past few months, McCartney’s brand has revealed efforts in sustainability with ongoing projects including a new ground-breaking partnership with Bolt Threads which pushes the boundaries of fabric innovation by working with bioengineered silk. A new partnership with authenticated luxury consigner The RealReal, provides the first step in ensuring the extended life cycle of clothing, embracing new business models that will transform how clothes are produced, sold, shared, repaired and reused.

The future at Stella McCartney is about embracing innovation and the circular economy by supporting on the ground restoration of the ecosystems touched by the raw materials we rely on and building transformative supply chain solutions. The brand will continue to announce further innovation partnerships through-out the year ahead.

The Fashion Awards in partnership with Swarovski recognise creativity and innovation in fashion. The Fashion Awards celebrate exceptional individuals whose imagination and creativity have broken new ground in fashion globally over the past 12 months and brands and businesses that have transformed the possibilities of fashion today. The event hosted in fashion’s creative capital, London, raises money to nurture future generations of fashion talent.

The BFC Education Foundation is the charitable partner to The Fashion Awards 2017 in partnership with Swarovski.

**-ENDS-**

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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 Moralioğlu, 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).

**Stella McCartney** is a luxury lifestyle brand that was launched under the designer's name in 50/50 partnership with Kering in 2001. Stella's approach to design emphasizes sharp tailoring, natural confidence and sexy femininity. A lifelong vegetarian, Stella McCartney does not use any leather or fur in her designs. The brand is committed to ethical values, and believes the company is responsible for the resources it uses and the impact it has on the environment. It is therefore constantly exploring innovative ways to become more sustainable, from design to store practices and product manufacturing. Stella McCartney offers women's ready-to-wear, menswear, accessories, lingerie, swimwear, kids, fragrance and adidas by Stella McCartney collections through 51 free-standing stores including London, New York, Los Angeles, Tokyo, Hong Kong, Paris, Milan and Shanghai. Her collections

are distributed in 77 countries through 863 doors including specialty shops, and department stores, as well as shipping to 100 countries online. For additional information, please visit: [www.stellamccartney.com](http://www.stellamccartney.com).

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