

The Fashion Awards 2016

IN PARTNERSHIP WITH
SWAROVSKI

PRESS RELEASE
25TH OCTOBER 2016

NOMINATIONS FOR THE FASHION AWARDS 2016 ANNOUNCED

Today, Tuesday 25th October 2016, 10.30am PST, Dame Natalie Massenet, Chairman of the British Fashion Council (BFC) announced the nominations for The Fashion Awards 2016, alongside Karlie Kloss, Ambassador for the event's lead partner Swarovski and Caroline Rush, BFC CEO. The announcement took place during a brunch, at Soho House West Hollywood in LA, attended by media, stylists, talent managers, retailers and friends of the BFC. The Awards nominations were simultaneously revealed at a screening at the Mondrian London and digitally via a private URL to influential international media and retailers.

Watch The Fashion Awards 2016 Nominees video here: <https://youtu.be/GsnACjUodH4>

Earlier in the year, 1500 key members of the fashion industry were invited to put forward their preferences for each category. The voting body represents 41 countries across media, retail, communications and creative disciplines such as photography, art direction, set design and production.

Nominations were made in nine categories with the five brands/individuals receiving the most nominations shortlisted in each category.

The winners will be announced at a gala ceremony held at the iconic **Royal Albert Hall, London** in front of 4000 people on **Monday 5th December**. The Fashion Awards 2016 in partnership with Swarovski will be the first awards to celebrate the international industry, from business to creativity, from emerging talent to fashion icons. The Fashion Awards 2016 will act as the inaugural annual fundraiser gala for the **BFC Education Foundation** charity, supporting talent of the future. The Education Foundation offers scholarships to talented young people to study at the best universities as well as opportunities to fund apprenticeships to develop much needed industry skills.

The Fashion Awards 2016 Nominees are:

BRITISH EMERGING TALENT

Alessandra Rich
Charles Jeffrey
Faustine Steinmetz
Molly Goddard
Self Portrait

BRITISH MENSWEAR DESIGNER

Craig Green for Craig Green
Grace Wales Bonner for Wales Bonner
Jonathan Anderson for J.W.Anderson
Tom Ford for Tom Ford
Dame Vivienne Westwood for Vivienne Westwood

BRITISH WOMENSWEAR DESIGNER

Christopher Kane for Christopher Kane
Jonathan Anderson for J.W. Anderson
Roksanda Ilincic for Roksanda
Sarah Burton OBE for Alexander McQueen
Simone Rocha for Simone Rocha

BRITISH BRAND

Alexander McQueen
Burberry
Christopher Kane
Erdem
Stella McCartney

INTERNATIONAL BUSINESS LEADER

Adrian Joffe for Comme des Garçons & Dover Street Market
Christopher Bailey MBE for Burberry
Guram Gvasalia for Vetements
Marco Bizzarri for Gucci
Stefano Sassi for Valentino

INTERNATIONAL URBAN LUXURY BRAND

Adidas
Gosha Rubchinskiy
Off-White
Palace
Vetements

INTERNATIONAL MODEL

Adwoa Aboah
Bella Hadid
Gigi Hadid

Kendall Jenner
Lineisy Montero

INTERNATIONAL ACCESSORIES DESIGNER

Alessandro Michele for Gucci
Anya Hindmarch MBE for Anya Hindmarch
Johnny Coca for Mulberry
Jonathan Anderson for Loewe
Stuart Vevers for Coach

INTERNATIONAL READY-TO-WEAR DESIGNER

Alessandro Michele for Gucci
Demna Gvasalia for Balenciaga
Donatella Versace for Versace
Jonathan Anderson for Loewe
Riccardo Tisci for Givenchy

Additional awards will be made on the night, recognising incredible career milestones for four individuals and celebrating the role of Creative Influencers in the industry. The recipients of these special awards will be announced before the event.

Dame Natalie Massenet, Chairman of the BFC, said: *“Huge congratulations to all the Fashion Awards 2016 nominees! It’s an incredible achievement and a very well-deserved recognition for their achievements this year. The shortlisted nominees prove the incredible talent we are so fortunate to work with both at home and abroad. This year’s ceremony will be thrilling and I look forward to welcoming all our guests to London and to what has become one of the most-anticipated highlights of the global fashion calendar.”*

Nadja Swarovski, Member of the Swarovski Executive Board, added: *“It is a pleasure to support the Fashion Awards, a truly global celebration of creative talent from Britain and beyond which underlines London’s role as a home of innovation in the industry. In addition, we are thrilled to provide opportunities for a new generation of young designers by helping to raise much-needed funds for fashion education”.*

The generosity and commitment of our sponsors is more vital than ever. Please help us by acknowledging our **Principal Sponsor SWAROVSKI** for their support of The Fashion Awards 2016. Official Presenting Sponsors of the event are American Express, M·A·C and TONI&GUY, Official Sponsors are Cîroc, Marks & Spencer and Mercedes-Benz.

-ENDS-

Join the conversation: #FashionAwards #Swarovski

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The British Fashion Council Education Foundation

The British Fashion Council (BFC) Education Foundation is a registered charity in England and Wales with number 1064820, which promotes excellence in design by offering support to future talent who have the potential to make an exceptional contribution to the fashion industry. The BFC Education Foundation is dependent on the generosity of companies and individuals and is currently funded by donations from Charlotte Olympia, Coach, Dame Natalie Massenet, Eiesha Bharti Pasricha, Marks & Spencer and Mulberry. This project has also been partly supported by HM Government with Employer Ownership funding through Creative Skillset. The British fashion industry is estimated to support 880,000 jobs* in the UK and contributes £28billion* to the UK economy. London is seen on the global fashion stage as the city where young, fresh talent is given a platform and British fashion education is amongst the best in the world. Through education and industry insight, the BFC aims to support and attract talented young people into the industry. Currently the BFC is pioneering both undergraduate and postgraduate scholarships; fashion apprenticeships; a National Fashion & Business Saturday Club; and a programme of industry-led events, seminars and competitions. 100% of all donations from The Fashion Awards event will go to The British Fashion Council Education Foundation. The British Fashion Council may transfer information to The British Fashion Council Education Foundation to contact donors directly. (*source: Oxford Economics 2016)

Swarovski

Swarovski delivers a diverse portfolio of unmatched quality, craftsmanship, and creativity. Founded in 1895 in Austria, Swarovski designs, manufactures and markets high-quality crystals, genuine gemstones and created stones as well as finished products such as jewellery, accessories and lighting. Run by the fifth generation of family members, Swarovski Crystal Business has a global reach with approximately 2,680 stores in around 170 countries, more than 26,000 employees, and revenue of about 2.6 billion euros in 2015. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2015, the Group generated revenue of about 3.37 billion euros and employed more than 30,000 people. The Swarovski Foundation was set up in 2012 to honour the philanthropic spirit of founder Daniel Swarovski. Its mission is to support creativity and culture, promote wellbeing, and conserve natural resources.