

The Fashion Awards 2018

IN PARTNERSHIP WITH

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PRESS RELEASE

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KIM JONES TO BE HONOURED WITH 2018 TRAILBLAZER AWARD AT THE FASHION AWARDS 2018 IN PARTNERSHIP WITH SWAROVSKI

The British Fashion Council is delighted to announce that British designer Kim Jones will be celebrated as a fashion industry Trailblazer at this year's Fashion Awards in partnership with Swarovski. Kim Jones will be honoured at the ceremony on Monday 10th December at the Royal Albert Hall in London. The Trailblazer Award will recognise Kim Jones' always-on cultural zeitgeist, his reputation for challenging the norms whilst respecting heritage, history, creativity and innovation.

The 2018 Trailblazer is a new award introduced for the first time at The Fashion Awards 2018 in partnership with Swarovski. The award recognises the very best innovators and creatives in fashion that are significantly shaping the industry today. Since his appointment as Artistic Director of Dior for the Men's Ready-to-Wear and Accessory collections in March 2018, Kim Jones has developed Dior menswear on a global scale. His debut collection, which has been described as "light and romantic", was presented during Paris Men's Fashion Week in June 2018, where he commissioned American artist KAWS to reinterpret the iconic bee emblem of the house. The collaboration created not just a new icon, but further translated into art installation in stores and landmarks in key fashion cities worldwide. The show heralded as an immediate success, with increased interest from media and consumers, including a growing female audience reflecting the trend for men and women forgetting the gender focus of a collection and buying pieces they simply want to own, wear and love.

Caroline Rush, BFC Chief Executive commented *"If the always on tap to culture zeitgeist is Kim's industry reputation, his love for travel, international cultures and understanding of consumers further enhance his creative and commercial standing. Kim's role as trailblazer in this industry continues to grow and we are very proud he is British born, educated and a great global ambassador for our industry."*

Kim Jones, Artistic Director of Dior Menswear, commented *"I am very happy to receive this award from the British Fashion Council. This recognition for my work means a lot to me."*

For the brand's recent catwalk show in Tokyo, Kim Jones presented a "darker and tougher" collection, a reinvention of the Dior classics, which dominated social and traditional media alike. Tokyo was the brand's first pre-fall menswear show, and the first time any fashion house has presented its men's pre-fall on the catwalk, setting the Dior menswear's stall as the power player in menswear to rival the womenswear dominated global luxury brands and their bi-annual pre-collection global destination shows. This time, his collaboration with Japanese artist Hajime Sorayama pushed boundaries; the two are culturally, creatively and futuristically in tune, paying full respect to a nation and capital that Kim references as "The Future".

Kim Jones collaborations aren't gimmicks, they are part of his creative universe. They inspire both new thinking as well as commercial success. Before becoming a couturier, Christian Dior worked as a gallerist and collaborated with the leading artists of his time. Kim Jones recent collaborations with artists like KAWS and Hajime Sorayama have therefore been described as a modern generation's take on Mr Dior's precious artist collaborations.

A Central Saint Martin graduate, Kim Jones uses his platform as a designer and creative carefully, giving access to his customers and friends through his personal digital channels and more carefully through media interviews when he has something significant to say. His integrity in design is reflected in his generosity, which often manifests in generous reference to his peer group of designers, his mentors that he has learnt from, the young talent that seek his advice as well as fashion icons of past and present for their longevity, experience and impact on the industry.

The Fashion Awards is the main fundraiser for the British Fashion Council (BFC), a not for profit organisation focused on promoting excellence in British fashion and supporting the future pipeline

of creative talent. As part of their continued and generous support of The Fashion Awards 2018, Swarovski has pledged a £300,000 donation to the BFC Education Foundation in advance of this year's event.

The BFC's work is achieved through a range of charitable initiatives which focus on education, business and mentoring schemes that support talent from school level and emerging designers to fashion start-ups and established brands. In 2017, the BFC raised over £2.2 million for its charities and business support initiatives and in the twelve months to March 2018 has allocated £1.1 million in grants to designer businesses to further support these efforts.

General tickets are available via [Ticketmaster](#).

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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/GQ Designer Menswear Fund; BFC/Vogue Designer Fashion Fund and NEWGEN which includes womenswear, menswear and accessories. 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 creativity and innovation 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 3,000 stores in around 170 countries, more

than 27,000 employees, and revenue of about 2.7 billion euros in 2017. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2017, the Group generated revenue of about 3.5 billion euros and employed more than 32,000 people. A responsible relationship with people and the planet has always been an integral part of Swarovski's heritage, and is embedded today in the company's well-established sustainability agenda. In addition, the global Swarovski Waterschool education program has reached 500,000 children on the world's greatest rivers, and the Swarovski Foundation, set up in 2013, works to support culture and creativity, promote human empowerment, and conserve natural resources to achieve positive social impact.

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