

British Fashion Awards 2015

IN PARTNERSHIP WITH

SWAROVSKI

PRESS RELEASE

21st October 2015

VOTE NOW FOR THE BRITISH STYLE AWARD 2015

The **British Style Award 2015** is a highlight of the British Fashion Awards with the British Fashion Council looking to the public to decide the winner. Previous winners include **Emma Watson** (2014), **Harry Styles** (2013) and **Alexa Chung** (2012 & 2011). Cast your vote now and be in with a chance to win tickets to the British Fashion Awards including an overnight stay at St Martins Lane, the Official Hotel Partner of the British Fashion Awards*. Voting closes on Wednesday 28th October.

This year the shortlist, compiled by a panel of industry experts, features six men and six women who epitomise the very best of British style. The 2015 nominees are:

Benedict Cumberbatch CBE

Daniel Craig

Eddie Redmayne OBE

Emily Blunt

FKA Twigs

Florence Welch

Grayson Perry CBE

Gwendoline Christie

Naomie Harris

Sam Claflin

Sienna Miller

Tinie Tempah

The prestigious award will be presented to the nominee who most embodies the spirit of British fashion and serves as an international ambassador, promoting London as a leading creative fashion capital.

The British Fashion Awards in partnership with Swarovski, is a celebration of the very best talent in the fashion industry, and who better to judge this key award than the fashion loving public. Cast your vote now at the British Fashion Awards website: www.britishfashionawards.com/britishstyle.

The generosity and commitment of our sponsors is more vital than ever. Please help us by acknowledging their support for the British Fashion Awards 2015. Official Presenting Sponsors are M•A•C, and

TONI&GUY. Official Sponsors are Marks & Spencer, Mercedes Benz and St Martins Lane hotel. The British Fashion Council would like to thank Fashion Monitor.

Official Hotel Partner of the British Fashion Awards, St Martins Lane, is also offering an overnight stay at the hotel for British Fashion Awards guests from £199.00 + VAT for a standard room. Please visit stmartinslane.com or call +44 (0) 203 747 1234 and enter/quote promo-code **DSBFA** to book your stay.

- ENDS-

Join the conversation: #BFA

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*Overnight stay on Monday 23rd November 2015. Non-transferable.