

British Fashion Awards 2014

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PRESS RELEASE

1ST DECEMBER

BRITISH FASHION AWARDS 2014 FACTS AND FIGURES

- There are **63** nominees and **17** winners
- Over **400** industry figureheads from around the world were asked to cast their vote
- This year over **3,000** members of the general public voted for the British Style Award
- The total weight of the Swarovski awards is over **15 kg**
- The British Fashion Award logo on the red carpet is made up of over **12 kg** of loose Swarovski crystals
- **20** Mercedes Benz Chauffeurs to drive VIP guests on the night
- There will be **2,070** people to be in the auditorium, with this year's tickets selling out faster than ever before
- There will be **4** teams of MAC artists to do the make-up of over **200** staff, guests and VIPs on the night
- There will be **150** Bertie's Boys working at the event
- There will be **400** industry figureheads and VIPs seated for a dinner which will feature **17** different dishes
- There will be **200** bottles of Patron and **520** bottles of Marks and Spencer wine served to the over the course of the evening
- Over **1,400** bottles of Diet Coke will be served at the theatre bars on the night with **50** bespoke named bottles to be given to nominees and VIPs
- Over **1,750** bags of Propercorn will be eaten during the ceremony
- There will be at least **1** Victoria's Secret Angel in attendance
- There are **1,700** goody bags to be distributed on the night
- A total of **5L** of Penhaligon's perfume will be given away in the VIP goody bags
- In total over **300L** of label m products and **4,300** MAC items to be gifted in the goody bags
- On the night of the British Fashion Awards 2013, there were 30,000 mentions of the hashtag #BFA on the night

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Express, Marks & Spencer, Mercedes Benz, Penhaligon's, Rightster. The British Fashion Council would also like to thank Fashion Monitor and Harrogate Spa

- ENDS -

Join the conversation: #BFA

For more information and to see the full list of awards and nominees for 2014, please visit:
britishfashionawards.com

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