NEW AWARD TO BE CELEBRATED AT THE FASHION AWARDS 2019

The British Fashion Council is delighted to introduce a new award for The Fashion Awards 2019; the Designers’ Designer Award will be celebrated for the first time this year to coincide with the launch of BFC Membership Programme and spotlight the incredible British designer businesses that have made a global impact in the past year through creativity in product design, campaigns and collaborations that are built upon a firm business foundation. The creativity shown over the past year by the winner of this award is considered to have moved the needle in increasing their positive brand perception in 2019.

The nominees are *(listed alphabetically)*

Christopher Kane for Christopher Kane
Jonathan Anderson for JW Anderson
Margaret Howell for Margaret Howell
Roksanda Ilincic for Roksanda
Simone Rocha for Simone Rocha

The BFC Membership Programme, announced earlier in the week, has been created in support of the BFC’s mission to encourage collaboration and inclusivity, inviting designers to come together in support of the fashion eco-system, with access to a range of benefits and the opportunity to contribute. This community of 80 founding members, comprised of British designers at varying stages of their career, were called upon to vote for this peer to peer award. The winner will be announced at the ceremony on Monday 2nd December 2019 in fashion’s creative capital, London, at the iconic Royal Albert Hall.

The Fashion Awards is the main fundraiser for the BFC charitable and talent support work, with donations exceeding £1.3m this year. 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. Established in 2019, the BFC Foundation was created for charitable purposes and grant-
giving, its work is achieved through a range of charitable initiatives that focus on education,
business and mentoring schemes supporting talent from school level and emerging designers to
fashion start-ups and established brands.

The generosity and commitment of our partners is more vital than ever. Please help us by
acknowledging our Presenting Partner Swarovski and Official Partners American Express, Bird in
Hand, Getty Images, LAVAZZA, Rosewood London and Slingsby Gin for their support of The

Last remaining public tickets for The Fashion Awards 2019 are on sale here.

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ABOUT BRITISH FASHION COUNCIL

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. The BFC promotes British fashion and its influential role at home and abroad, helping
British designer businesses develop their profiles and business globally. The BFC Foundation (Registered
Charity Number: 11852) was created for charitable purposes and grant giving; attracting, developing and
retaining talent through education and business mentoring. Education offers students BA and MA
scholarships, links with industry through design competitions and Graduate Preview Day. Through grant-
giving and business mentoring the BFC support designers through four talent identification and business
support schemes: BFC/Vogue Designer Fashion Fund, BFC/GQ Designer Menswear Fund, NEWGEN which
includes womenswear, menswear and accessories, and the BFC Fashion Trust, a charity supporting UK
based designers. The BFC showcasing initiatives and events include London Fashion Week, London Fashion
Week Men’s, LONDON show ROOMS, International Fashion Showcase and the annual celebration of
creativity and innovation in the fashion industry: The Fashion Awards.