

# British Fashion Awards 2015

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## **PRESS RELEASE**

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### **The British Fashion Council announces Karl Lagerfeld to be honoured with the 'Outstanding Achievement Award' at the 2015 British Fashion Awards**

The Outstanding Achievement Award will be presented to Karl Lagerfeld at the British Fashion Awards on the 23<sup>rd</sup> November 2015. The designer will be honoured at the ceremony, which will take place at London's Coliseum, for his unrivalled contribution to the fashion industry.

For over fifty years Karl Lagerfeld has remained a formidable force in the fashion industry and has taken the helm of numerous iconic houses - including Chloé and Fendi. His eye for detail has proved transferable, juggling successful careers as photographer, publisher and art director alongside his numerous design undertakings.

It is his work at Chanel for which he is most recognised. A tenure of over thirty years has seen Lagerfeld's unique vision transform the classic French house into a global superbrand. A vision that extends beyond the atelier, Lagerfeld's influence has helped launch numerous supermodel careers, has redefined fashion advertising and laid down the blueprint of how to revive a fashion brand – revolutionising the industry in the process.

A titan of the industry, Chanel under Lagerfeld's guidance continues to push the boundaries of expectation in fashion. Setting a precedent with his awe-inspiring, globe-trotting runway shows, Karl Lagerfeld's visionary genius has kept him at the forefront of contemporary culture for decades.

Natalie Massenet MBE commented: *"Karl Lagerfeld defines outstanding. He is the champion of excellence, the master of the exceptional and one of the most iconic figures globally from our industry. His life's work for his own and so many extraordinary brands has*

*written the language of fashion. He is the ultimate visionary and we celebrate not only the decades already passed but those yet to happen. In Karl's hands the future of fashion will be an exceptional one."*

Previous winners of the Outstanding Achievement Award include: Anna Wintour OBE (2014), Terry and Tricia Jones (2013) and Manolo Blahnik CBE (2012).

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