

The Fashion Awards 2019

PRESS RELEASE

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SARAH BURTON TO BE HONOURED WITH THE TRAILBLAZER AWARD AT THE FASHION AWARDS 2019

The British Fashion Council (BFC) is delighted to announce that Sarah Burton OBE will receive the Trailblazer Award at The Fashion Awards 2019, on Monday 2nd December at the Royal Albert Hall, London. As the Creative Director of Alexander McQueen, Burton will be honoured for some of her most personal and visionary work to date through her narrative approach to the Alexander McQueen S/S20 show and for her extraordinary work in championing UK-wide craftsmanship, highlighting skills important to the brand and essential to the industry. In the past year alone, Burton has drawn on the expertise of the fabric mills of the North of England, Mallon linen and Irish beetling.

Burton has demonstrated a considered and consistent vision for the house, overseeing all aspects including brand image and retail concept; expanding to innovative retail spaces; new global flagship stores; exhibition spaces and educational programmes. This year saw the launch of the educational second floor of the Alexander McQueen flagship store on London's Bond Street, a ground-breaking and highly innovative retail space. On the top floor, the flagship store hosts a unique community-building experiential space, intended to foster emerging talent and students throughout the UK; Burton founded an education programme which connects universities and colleges from around the country offering students the opportunity to enhance their knowledge of design and craft with the help of members of the McQueen design team. This pioneering approach starts in the UK and will be rolled out internationally in years to come.

Caroline Rush, BFC Chief Executive, commented *"Sarah's empowering and narrative approach to shows and her focus on community and appreciation of craft, technology and British heritage is what has made her one of the most respected designers of our time. Her commitment to sharing her vision and expertise with the future generations of fashion designers has been remarkable. She's an incredible source of inspiration for many generations to come and we look forward to celebrating with her in London in December"*

The Trailblazer Award was introduced at The Fashion Awards in 2018 and is one of the Special Recognition Awards, celebrating the very best innovators and creatives in fashion, whose work in the past year has been a game-changer and has significantly shaped the industry.

The Fashion Awards is the main fundraiser for the BFC's charitable and talent support work. The BFC is a not for profit organisation focused on promoting excellence in British fashion and supporting the future pipeline of creative talent. 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 2018, the BFC raised over £2.3 million for its charities and business support initiatives out of which £1.1 million will be allocated directly to scholars and designer businesses with the remaining monies building an endowment to secure support for future generations.

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 Fashion Awards 2019.

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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 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 the BFC Foundation (Registered Charity Number: 11852), BA and MA scholarships, links with industry through design competitions and Graduate Preview Day. Talent identification and business support schemes include BFC/Vogue Designer Fashion Fund, BFC/GQ Designer Menswear Fund supported by JD.com, Inc. and NEWGEN which includes womenswear, menswear and accessories. The BFC also runs and owns the BFC Fashion Trust charity. 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.

ABOUT SARAH BURTON OBE

Born and raised in Manchester, Burton attended Manchester Metropolitan University to gain an art foundation diploma before moving to London to study at Central St Martins. During her second year of studies, Burton's tutor recommended her for a placement year at Alexander McQueen in 1996. Following her graduation, Burton returned to the house and was appointed head of womenswear after just two years. Following the death of Alexander McQueen, Burton became Creative Director of the house in May 2010.

Burton has won numerous industry awards and honours. In 2011, Burton was awarded an Order of the British Empire for her services to the British fashion industry. That same year, Burton received an honorary degree from Manchester Metropolitan University where she was a former student, becoming an honorary Doctor of Arts. In 2011, Burton achieved

the Designer of the Year Award at the British Fashion Awards. In 2013, she received an honorary fellowship from the University of the Arts London. In June 2019 she received the CFDA International Award.