

The Fashion Awards 2017

IN PARTNERSHIP WITH
SWAROVSKI

PRESS RELEASE
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MARIA GRAZIA CHIURI TO BE HONOURED WITH THE SWAROVSKI AWARD FOR POSITIVE CHANGE AT THE FASHION AWARDS 2017

Imagery via <https://we.tl/nCdlqYCrbK>

The British Fashion Council and Swarovski today announce that Maria Grazia Chiuri will receive the Swarovski Award for Positive Change at The Fashion Awards 2017 in partnership with Swarovski. Chiuri will be awarded on Monday 4th December at the Royal Albert Hall in London for her contribution to women's empowerment in the fashion industry. The award, presented for the first time last year to the late Franca Sozzani, recognises and celebrates individuals who have made a positive impact on society, the environment or both, and forms part of Swarovski's efforts to promote a more sustainable future for us all. The recipients acknowledge the challenges our world faces and actively seek to address them using their resources to achieve change and positive impact.

As the first female Creative Director in Dior's history, Maria Grazia Chiuri has, since her appointment in July 2016, created a new chapter for the French luxury house and brought the debate around female empowerment to the fashion runway. Her collections connect fashion to feminism, always responding to the current political climate. Chiuri's use of Linda Nochlin's battle-cry essay *Why have there been no great women artists?* and Chimamanda Ngozi Adichie's *We Should All Be Feminists* essay and TEDx talk at the Dior shows has truly reverberated around the world, and placed fashion directly within the wider discussions around women's equality, inspiring many other designers to follow her lead.

Nadja Swarovski, Member of the Swarovski Executive Board, commented: *"It is our great pleasure to recognize Maria Grazia Chiuri's inspirational creativity and positive impact with the Swarovski Award for Positive Change. As Christian Dior's first female Creative Director, Maria Grazia has combined her own longstanding commitment to female empowerment with true creative magic, to bring today's most vital conversations to fashion's front row."*

Maria Grazia Chiuri, Creative Director of Dior, commented: *“I am delighted and very honoured to receive the Swarovski Award for Positive Change. The feminist movement that has been mine for the longest time has finally struck a resonant chord in society, and this recognition sends a powerful message to all women battling on a daily basis. It also offers a timely opportunity to pay tribute to Franca Sozzani who, last year, was the recipient of the very first award.”*

Dame Natalie Massenet, British Fashion Council Chairman, commented: *“ With this award, Maria Grazia will be celebrated for her successful creative achievements, her contribution to female empowerment within fashion and her determination to encourage women of future generations to believe in themselves. The positive impact she has had on the fashion and global communities makes her a great inspiration to all of us.”*

With a vision of women resonating with that of Monsieur Dior, Chiuri has managed to translate the brand’s heritage to fit a modern woman’s life. Her vision has successfully transformed Dior for the new generation, making the brand more youthful and accessible for millennials while still retaining its femininity and heritage as a couture house. Under Chiuri’s direction, Dior has introduced a new form of luxury combining sportswear and eveningwear, with many designs incorporating politically charged messages.

The Fashion Awards in partnership with Swarovski recognise creativity and innovation in fashion. The Fashion Awards celebrate exceptional individuals whose imagination and creativity have broken new ground in fashion globally over the past 12 months and brands and businesses that have transformed the possibilities of fashion today. The event hosted in fashion’s creative capital, London, raises money to nurture future generations of fashion talent. The BFC Education Foundation is the charitable partner to The Fashion Awards 2017 in partnership with Swarovski.

-ENDS-

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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 its Foundation, BA and MA scholarships, links with industry through design competitions and Graduate Preview Day. Talent identification and business support schemes include BFC Fashion Film; BFC Rock Vault; BFC Headonism; BFC/GQ Designer Menswear Fund; BFC/Vogue Designer Fashion Fund and NEWGEN. The BFC supports Boden's Future British initiative. The BFC also runs and owns charities including the BFC Fashion Arts Foundation, the BFC Fashion Trust and the BFC Education Foundation. Showcasing initiatives and events include London Fashion Week, London Fashion Week Men's, LONDON show ROOMS, International Fashion Showcase, London Fashion Week Festival and the annual celebration of excellence in the fashion industry: The Fashion Awards.

Swarovski delivers a diverse portfolio of unmatched quality, craftsmanship, and creativity. Founded in 1895 in Austria, the company designs, manufactures and markets high-quality crystals, genuine gemstones and created stones as well as finished products such as jewelry, accessories and lighting. The Swarovski Crystal Business is run by the fifth generation of family members and has a global reach with approximately 2,800 stores in around 170 countries, more than 27,000 employees, and revenue of about 2.6 billion euros in 2016. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2016, the Group generated revenue of about 3.37 billion euros and employed more than 32,000 people. A responsible relationship with people and the planet is an integral part of Swarovski's heritage. The global Swarovski Waterschool education program has reached 461,000 children on the world's greatest rivers, and the Swarovski Foundation, set up in 2013, works to support culture and creativity, promote wellbeing, and conserve natural resources to achieve positive social impact.

BFC Education Foundation: The BFC Education Foundation is dependent upon the generosity of the companies and individuals funding scholarships; Charlotte Olympia, Coach, Marks & Spencer, Mulberry, Dame Natalie Massenet and Eiesha Bharti Pasricha. The project has also been partly supported by HM Government with Employer Ownership funding through Creative Skillset and The Fashion Awards. The BFC Education Foundation is a registered charity in England and Wales with number 1064820. The BFC may transfer information to the BFC Education Foundation to contact donors directly. Past MA scholarship winners include Graeme Raeburn, Designer, **Rapha** (2001); John Mooney, Brand Creative Director, **ASOS** (2001); Erdem Moralioglu, Designer and Founder, **Erdem** (2002); Aitor Throup, Executive Creative Director, **G-Star Raw** (2004); Daphne Karras, Head of Womenswear, **Kenzo** (2004); Andres Azubel, Senior Menswear Designer, **Givenchy** (2005); Nabil El-Nayal, Designer & founder, **Nabil Nayal** (2008); Nicola Morgan, Senior Designer, **Thierry Mugler** (2009); Alice Bastin, Head of Leather & Fur RTW, **Alexander McQueen** (2011); Emma Hardstaff, Womenswear Designer, **Burberry** (2012); Matty Bovan, Designer and Founder, **Matty Bovan** (2013) and Pip Paz-Howlett, Print Designer, **J.W.Anderson** (2015).

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