

LONDON FASHION WEEK

15-19 FEBRUARY 2019

PRESS RELEASE

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HRH THE DUCHESS OF CORNWALL AT LONDON FASHION WEEK FEBRUARY 2019

Today, HRH The Duchess of Cornwall visited London Fashion Week to present the second Queen Elizabeth II Award for British Design on behalf of Her Majesty The Queen.

This unique Award, initiated last year in recognition of the role the fashion industry plays in society and diplomacy, will be awarded annually to an emerging British fashion designer who shows exceptional talent and originality, whilst demonstrating value to the community and/or strong sustainable policies. The inaugural award was presented to Richard Quinn by The Queen at London Fashion Week in February 2018.

Bethany Williams champions social and environmental causes and challenges perceptions with a perspective that is a true representation of what positive fashion means. Over recent seasons she has partnered with charities supporting social change across women's empowerment, homelessness, successful rehabilitation of offenders back into society, improving literacy amongst the most vulnerable in society and education programmes teaching skills and creating employment for those with the most limited opportunities and prospects.

Her Highness had the opportunity to meet British and international businesses exhibiting at London Fashion Week before the show including NEWGEN designers Alighieri, Marta Jakubowski and The Season Hats. Following the show and Award presentation, The Duchess had the opportunity to meet young designers, British Fashion Council (BFC) Scholars, industry ambassadors, as well as a cross section of media, retailers, industry patrons, event partners and members of the British Fashion Council Board of Directors at an intimate drinks reception at 180 The Strand.

Caroline Rush CBE, CEO of the British Fashion Council introduced the presentation commenting: *"It is an honour to have Her Royal Highness the Duchess of Cornwall at London Fashion Week today to present The QEII Award for British Design to Bethany Williams. Bethany's work not only has a strong sustainable ethos, but she is committed to supporting hard to reach members of society, create opportunities for them that add long-term real value through the development of both creative and life skills. We couldn't think of anyone better to recognise and represent so many young British designers that are building their businesses in this way.*

The Queen Elizabeth II Award for British Design Trophy was designed in 2018 by Her Majesty's Personal Advisor, Ms Angela Kelly, who has orchestrated The Queen's wardrobe for the past 26 years.

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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 its Foundation, 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 Fashion Fund and NEWGEN which includes womenswear, menswear and accessories. 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 creativity and innovation in the fashion industry: The Fashion Awards.