

# The Fashion Awards 2018

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**PRESS RELEASE**  
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## **THE FASHION AWARDS 2018 TROPHY DESIGNED BY SIR DAVID ADJAYE OBE IN COLLABORATION WITH SWAROVSKI**



*Photo credit: Mark Cocksedge*

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The British Fashion Council (BFC) and Swarovski have commissioned Ghanaian British architect Sir David Adjaye OBE and principal architect and founder of Adjaye Associates to create the crystal trophy for The Fashion Awards 2018 in partnership with Swarovski, taking place on Monday 10th December 2018 at the Royal Albert Hall in London.

The crystal trophy is a symbolic memento of the evening and each year the BFC and Swarovski collaborate with a world-renowned designer to create a bespoke trophy for The Fashion Awards. In 2016, the trophy was designed by Marc Newson CBE, followed by John Pawson in 2017.

Sir David Adjaye OBE is recognized as a leading architect of his generation. Born in Tanzania to Ghanaian parents his influences range from contemporary art, music and science to African art forms and the civic life of cities. His key projects include the Smithsonian Institute National Museum of African American History and Culture (2016), the Idea Stores in London (2005) and the Sugar Hill mixed-use social housing scheme in Harlem, New York (2015).

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The Fashion Awards 2018 trophy is a study of form and material. Optical effects are achieved through geometry which amplify the refraction, distortion and reflection of the Swarovski crystal material. The six-sided column design tapers upward to create a dynamic form of triangular facets utilizing Swarovski's innovative Wave Cut technology to achieve multiple concave surfaces. These surfaces, combined with the prismatic geometry, create beautiful and unexpected refractions.

The trophies have been handcrafted from crystal by Swarovski's master cutters at the company's headquarters in Wattens, Austria. Each trophy weighs approximately 1.4kg and measures 240mm in height and 93mm in diameter. They will complete the 800-mile journey from Austria to the Royal Albert Hall in London for the event.

Nadja Swarovski, Member of the Swarovski Executive Board, commented: "It is an honor to welcome Sir David Adjaye OBE as our latest prestigious design collaborator for the Fashion Awards. Sir David's 2018 trophy captures the sparkling elegance and sophistication of these awards, and celebrates the innovation, energy and creative spirit at the heart of this industry."

Sir David Adjaye OBE said: "I am honoured to have been invited to design the Fashion Awards 2018 trophy with Swarovski and hope it will bring a certain magic and add to the celebrations on the night. Swarovski crystal was integral to the design as I was captivated by the optical effects that you can achieve through geometry creating refraction, distortion and reflection with the material.

The Fashion Awards is the main fundraiser for 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. As part of their continued and generous support of The Fashion Awards 2018, Swarovski has pledged a £300,000 donation to the BFC Education Foundation in advance of this year's event.

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 2017, the BFC raised over £2.2 million for its charities and business support initiatives and in the twelve months to March 2018 has allocated £1.1 million in grants to designer businesses to further support these efforts.

General tickets are available via [Ticketmaster](#).

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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/GQ Designer Menswear Fund; BFC/Vogue 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.

**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 3,000 stores in around 170 countries, more than 27,000 employees, and revenue of about 2.7 billion euros in 2017. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2017, the Group generated revenue of about 3.5 billion euros and employed more than 32,000 people. A responsible relationship with people and the planet has always been an integral part of Swarovski's heritage, and is embedded today in the company's well-established sustainability agenda. In addition, the global Swarovski Waterschool education program has reached 500,000 children on the world's greatest rivers, and the Swarovski Foundation, set up in 2013, works to support culture and creativity, promote human empowerment, and conserve natural resources to achieve positive social impact.

[www.swarovskigroup.com](http://www.swarovskigroup.com)

**Adjaye Associates** was established in June 2000 by founder and principal architect, Sir David Adjaye OBE. The practice has offices in London, New York and completed work in Europe, North America, the Middle East, Asia, and Africa. The practice's largest commission to date, the Smithsonian Institution's National Museum of African American History and Culture, opened in 2016 on the National Mall in Washington D.C. Further projects range in scale from private houses, exhibitions, and temporary pavilions to major arts centres, civic buildings, and masterplans. Renowned for an eclectic material and colour palette and a capacity to offer a rich civic experience, the buildings differ in form and style, yet are unified by their ability to generate new typologies and to reference a wide cultural discourse.

[www.adjaye.com](http://www.adjaye.com)