

British Fashion Awards 2015

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PRESS RELEASE

23rd NOVEMBER

BRITISH FASHION AWARDS 2015 FACTS AND FIGURES

- **45** nominees and **17** winners
- Over **800** industry figureheads from around the world were asked to cast their vote
- Over **6,000** members of the general public voted for the British Style Award
- **2,130** people will be in the audience at the London Coliseum
- The total weight of the British Fashion Award Crystal Trophies by Swarovski is over **15kg**
- **450** industry figureheads and VIPs will be seated for dinner and gifted Swarovski gold stars
- **12kg** of loose Swarovski crystals make up The British Fashion Award logo on the red carpet
- **42** butlers will work at the event
- **44** chefs will cook **13** dishes
- **4** teams of MAC artists will do the make-up of over **100** staff, guests and VIPs on the night
- **100** guests will have their hair styled by TONI&GUY
- **21** Mercedes Benz Chauffeurs to drive VIP guests on the night
- **1,750** guests will be served Cîroc Ginger Mule and Cîroc Blue Stone cocktails
- Over **650** Cîroc Vodka & Lavazza Espresso Martinis served after dinner
- **5,000** Asia de Cuba canapés will be served at the official BFA After Party at St Martins Lane, including **800** signature Mexican doughnuts
- **3,600** bottles of Fiji water will be served
- **1,374** bottles of M&S Cava Heretat El Padruell and **10,200g** of M&S olives will be served
- **1,750** bottles of Warsteiner beer will be served
- Over **1,750** bags of Propercorn will be eaten during the ceremony
- **1,800** goody bags will be distributed on the night which will include over **300** litres of label.m products and **4,300** MAC items
- **10,000** images added to Instagram at the 2014 British Fashion Awards with the hashtag #BFA and **240,000** uses of #BFA on Twitter

The generosity and commitment of our sponsors is more vital than ever. Please help us by acknowledging their support for the British Fashion Awards 2015. Principal Partner Swarovski; Official Presenting Sponsors are M•A•C and TONI&GUY. Official Sponsors are Cîroc, Marks & Spencer, Mercedes Benz and St Martins Lane. The British Fashion Council would like to thank Diptyque Paris, Fashion & Beauty Monitor, Fiji Water, Nikki Tibbles, Warsteiner and Wild At Heart.

-ENDS-

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The 2015 British Fashion Awards Story:

Search 'fashionawards' on Snapchat and watch the evening unfold, from the VIP red carpet arrivals to winners and presenters backstage.

For more information and to see the full list of awards and nominees for 2015, please visit:
www.britishfashionawards.com

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