

The Fashion Awards 2016

IN PARTNERSHIP WITH

SWAROVSKI

PRESS RELEASE

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CREATIVE INFLUENCERS TO BE HONOURED AT THE FASHION AWARDS 2016

Please click here to download portraits of all the influencers: <https://we.tl/jd72t5uNvy>

For the first time The Fashion Awards 2016 in partnership with Swarovski, will significantly recognise the role and influence of creatives in the fashion industry.

Over 1,500 key members of the global fashion industry including media, retailers, creatives and key opinion formers were called upon to vote for this year's accolades. Voters, representing all major fashion territories, were able to put forward creative individuals they believed should be recognised for exceptional achievements and excellence throughout 2016.

Creative Influencer nominees have been recognised as the individuals behind the images, the shows and the campaigns whose influence has shone this year. This award celebrates creative visions as team efforts, acknowledging not only the big names behind the label but the individuals who burnish that name.

To reflect the 32nd anniversary of the first Fashion Award given by the BFC, 32 creative influencers are to be honoured during a special moment during the gala ceremony, held at the iconic Royal Albert Hall.

The full list of honourees is as follows:

Alasdair McLellan | Alastair McKimm | Ashley Brokaw | Camilla Lowther | Camilla Nickerson
Charlotte Tilbury | David Sims | Edward Enninful | Gary Card | Glen Luchford | Guido Palau
Harley Weir | Isamaya Ffrench | Jamie Hawkesworth | Joe McKenna | Karen Langley
Katie Grand | Lotta Volkova | Lucia Pica | Marcus Piggott | Mario Testino | Mert Atlas | Nick Knight
Pat McGrath | Patrick Kinmonth | Paul Hanlon | Ronnie Cooke Newhouse | Sam McKnight
Shona Heath | Sylvia Farago | Tim Walker | Tyrone Le Bon

Dame Natalie Massenet, Chairman British Fashion Council commented: "A key part of our new focus for The Fashion Awards is ensuring we recognise all of the industry's key players. 32 years after giving our first award this new approach means recognising excellence in both business and design, as well as putting a spotlight on creatives working outside both of these spheres. The 32 Creative Influencers to be celebrated this year are part of a community of innovative talent that is the backbone of our industry, and makes it one of the most dynamic and exciting to work in."

The Fashion Awards 2016 will celebrate the best talent from the global fashion community and will be the inaugural annual fundraiser gala for the British Fashion Council Education Foundation charity. The Education Foundation offers scholarships to talented young people to study BAs and MAs and offers funding for apprenticeships to develop much needed industry skills. The British Fashion Council aims to raise £10million over the next ten years for the charity. Donations to the Education Foundation can be made online via fashionawards.com/donate.

The generosity and commitment of our sponsors is more vital than ever. Please help us by acknowledging our **Principal Sponsor SWAROVSKI** for their support of The Fashion Awards 2016. Official Presenting Sponsors of the event are American Express, M•A•C and TONI&GUY. Official Sponsors are Cîroc, Marks & Spencer, Mercedes-Benz and SHOWstudio.

- ENDS -

Join the conversation: #FashionAwards

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The British Fashion Council Education Foundation

The British Fashion Council (BFC) Education Foundation is a registered charity in England and Wales with number 1064820, which promotes excellence in design by offering support to future talent who have the potential to make an exceptional contribution to the fashion industry. The BFC Education Foundation is dependent on the generosity of companies and individuals and is currently funded by donations from Charlotte Olympia, Coach, Dame Natalie Massenet, Eiesha Bharti Pasricha, Marks & Spencer and Mulberry. This project has also been partly supported by HM Government with Employer Ownership funding through Creative Skillset. The British fashion industry is estimated to support 880,000 jobs* in the UK and contributes £28billion* to the UK economy. London is seen on the global fashion stage as the city where young, fresh talent is given a platform and British fashion education is amongst the best in the world. Through education and industry insight, the BFC aims to support and attract talented young people into the industry. Currently the BFC is pioneering both undergraduate and postgraduate scholarships; fashion apprenticeships; a National Fashion & Business Saturday Club; and a programme of industry-led events, seminars and competitions. 100% of all donations from The Fashion Awards event will go to The British Fashion Council Education Foundation. The British Fashion Council may transfer information to The British Fashion Council Education Foundation to contact donors directly. (*source: Oxford Economics 2016)

Swarovski

Swarovski delivers a diverse portfolio of unmatched quality, craftsmanship, and creativity. Founded in 1895 in Austria, Swarovski designs, manufactures and markets high-quality crystals, genuine gemstones and created stones as well as finished products such as jewellery, accessories and lighting. Run by the fifth generation of family members, Swarovski Crystal Business has a global reach with approximately 2,680 stores in around 170 countries, more than 26,000 employees, and revenue of about 2.6 billion euros in 2015. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2015, the Group generated revenue of about 3.37 billion euros and employed more than 30,000 people. The Swarovski Foundation was set up in 2012 to honour the philanthropic spirit of founder Daniel Swarovski. Its mission is to support creativity and culture, promote wellbeing, and conserve natural resources.