

# The Fashion Awards 2016

IN PARTNERSHIP WITH  
SWAROVSKI

**PRESS RELEASE**  
**27<sup>TH</sup> APRIL 2016**

## **A NEW FORMAT & VENUE FOR THE FASHION AWARDS 2016**

The British Fashion Council (BFC) is delighted to announce **The Fashion Awards 2016**, a celebration of global fashion for both the industry and the public. Previously known as the British Fashion Awards, this year's Fashion Awards in partnership with **SWAROVSKI** will take place on Monday 5<sup>th</sup> December 2016 at the iconic **Royal Albert Hall**. The Fashion Awards 2016 will celebrate the best of British and international talent from the global fashion community, in London.

The new format has a core aim - to raise significant funds over the next ten years for education scholarships to help the best talent attend leading fashion colleges. The Fashion Awards will be an annual fundraiser gala for the British Fashion Council Education Foundation charity.

Dame Natalie Massenet, BFC Chairman commented: *"Our aim is to make the Fashion Awards 2016 bigger and better than ever and will celebrate the global fashion industry at the beautiful and iconic London venue, the Royal Albert Hall. Nadja and her team at Swarovski have made these awards possible and we are thrilled to be working in partnership with them once again. As a global industry we should make a commitment to support talented people from all backgrounds to fulfil their dreams and access the best universities in the world. Over the next ten years our ambition is to raise and invest £10million to support young people in this goal. London is seen as the capital for the most creative new talent in the world that provides talent and energy for the global fashion industry."*

Nadja Swarovski, Member of the Swarovski Executive Board commented: *"Supporting emerging talent and celebrating creativity is in Swarovski's DNA, so we are delighted to partner again with the BFC on the Fashion Awards, which are not only celebrating the most creative expression in fashion on a global scale, but also raising funds for education in fashion."*

*The Royal Albert Hall is the perfect venue for this evolved event, which will truly celebrate and cement London's position as the world's pre-eminent creative hub, whilst giving back to the fashion industry."*

Caroline Rush CBE, BFC Chief Executive stated: *"We have been developing a large scale Awards format that this year will become a celebration of British and international excellence as well as a significant fundraiser to give opportunities to talented young people. Our ambition for the evening is that the best of the fashion world will come together in London to recognise talent in design, creativity, business as well as those whose outstanding contribution to the industry have significant changed it for the better."*

Sarah Mower MBE and Meribeth Parker presidents of the BFC Education Pillar and Trustees of its Education Foundation said: *"It's a fact that without the stream of talent Britain's great fashion education teaches, London Fashion Week could not be the vibrant force it is today. Now that students are facing extreme debt, we are aware of how vital it is to continue to identify, encourage and financially support the people the fashion business will depend on in the future. The British Fashion Council Education Foundation is committed to introducing young people to the huge variety of opportunities which now exist in the industry on the business sides as well as the creative. The money raised from this drive will underpin work in schools, support apprenticeships and enable BA and MA students to continue their studies. We are grateful for every philanthropic donation to this cause, which secures the future not just of talented young people, but of the industry itself."*

Each year the awards are voted on by the BFC's international judging panel, made up of over 800 key industry figures, from all corners of the fashion community. This celebration has been an important part of the British fashion calendar since 1989. Last year's ceremony saw over 450 VIPs and industry heavyweights in attendance, alongside a sold out auditorium of over 2,000 guests, with attendees including Anna Wintour OBE, David Beckham OBE, Karl Lagerfeld, Lady Gaga, Naomi Campbell, Nick Knight OBE, Olivier Rousteing, Samantha Cameron and Victoria Beckham.

Tickets for the general public will go on sale on Tuesday 3<sup>rd</sup> May 2016. For more information visit: [fashionawards.com](http://fashionawards.com)

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 M•A•C, and TONI&GUY, with Mercedes-Benz as Official Sponsor.

**-ENDS-**

Join the conversation: #FashionAwards #Swarovski

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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 797,000 jobs\* in the UK and contributes £26billion\* 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 2014)

### **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.

### **Royal Albert Hall**

The Royal Albert Hall is the world's most famous stage. Over the past 144 years, it has hosted everyone from Winston Churchill, Albert Einstein and Edward Elgar to The Beatles, Bob Dylan and Adele. Last year, its breath taking auditorium presented 397 events by the world's greatest performers – taking in rock, pop and classical music, dance, films, Cirque du Soleil and even tennis – with the magical setting and inspired artists creating amazing memories for audiences.

Opened in 1871 to fulfil Prince Albert's vision of a central hall to promote the arts and sciences, the Hall is a registered charity that remains true to his founding ambitions within a modern context. It hosts over 400 events a year in its secondary space, the Elgar Room, and beyond, broadening the Hall's appeal to incorporate younger and more diverse audiences. Its Education & Outreach programme reaches more than 150,000 participants each year, working with schools, young people and the community, as well as other charities such as Music for Youth, as part of its extensive public benefit remit.