

# The Fashion Awards 2019

## **MEDIA ALERT**

21<sup>st</sup> November 2019

### **NEW AWARD TO BE CELEBRATED AT THE FASHION AWARDS 2019**

The British Fashion Council is delighted to introduce a new award for The Fashion Awards 2019; the **Designers' Designer Award** will be celebrated for the first time this year to coincide with the launch of BFC Membership Programme and spotlight the incredible British designer businesses that have made a global impact in the past year through creativity in product design, campaigns and collaborations that are built upon a firm business foundation. The creativity shown over the past year by the winner of this award is considered to have moved the needle in increasing their positive brand perception in 2019.

#### **The nominees are** *(listed alphabetically)*

Christopher Kane for Christopher Kane

Jonathan Anderson for JW Anderson

Margaret Howell for Margaret Howell

Roksanda Ilinčić for Roksanda

Simone Rocha for Simone Rocha

The BFC Membership Programme, announced earlier in the week, has been created in support of the BFC's mission to encourage collaboration and inclusivity, inviting designers to come together in support of the fashion eco-system, with access to a range of benefits and the opportunity to contribute. This community of 80 founding members, comprised of British designers at varying stages of their career, were called upon to vote for this peer to peer award. The winner will be announced at the ceremony on **Monday 2<sup>nd</sup> December 2019** in fashion's creative capital, London, at the iconic **Royal Albert Hall**.

The Fashion Awards is the main fundraiser for the BFC charitable and talent support work, with donations exceeding £1.3m this year. 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. Established in 2019, the BFC Foundation was created for charitable purposes and grant-giving, its work is achieved through a range of charitable initiatives that focus on education, business and mentoring schemes supporting talent from school level and emerging designers to fashion start-ups and established brands.

The generosity and commitment of our partners is more vital than ever. Please help us by acknowledging our Presenting Partner Swarovski and Official Partners American Express, Bird in Hand, Getty Images, LAVAZZA, Rosewood London and Slingsby Gin for their support of The Fashion Awards 2019.

Last remaining public tickets for The Fashion Awards 2019 are on sale [here](#).

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Join the conversation: #FashionAwards  
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## **ABOUT BRITISH FASHION COUNCIL**

The British Fashion Council (BFC) was set up in 1983 to promote British fashion internationally and coordinate 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. The BFC promotes British fashion and its influential role at home and abroad, helping British designer businesses develop their profiles and business globally. The BFC Foundation (Registered Charity Number: 11852) was created for charitable purposes and grant giving; attracting, developing and retaining talent through education and business mentoring. Education offers students BA and MA scholarships, links with industry through design competitions and Graduate Preview Day. Through grant-giving and business mentoring the BFC support designers through four talent identification and business support schemes: BFC/Vogue Designer Fashion Fund, BFC/GQ Designer Menswear Fund, NEWGEN which includes womenswear, menswear and accessories, and the BFC Fashion Trust, a charity supporting UK based designers. The BFC showcasing initiatives and events include London Fashion Week, London Fashion Week Men's, LONDON show ROOMS, International Fashion Showcase and the annual celebration of creativity and innovation in the fashion industry: The Fashion Awards.