

# The Fashion Awards 2016

IN PARTNERSHIP WITH  
**SWAROVSKI**

**PRESS RELEASE**  
**17<sup>TH</sup> NOVEMBER 2016**

## **FRANCA SOZZANI TO BE HONOURED WITH THE SWAROVSKI AWARD FOR POSITIVE CHANGE AT THE FASHION AWARDS 2016**

As part of our new global format The Fashion Awards 2016 in partnership with Swarovski will be introducing **The Swarovski Award for Positive Change**. The award recognises individuals who promote the welfare of others by the generous donation of their resources in order to achieve change and positive impact to good causes.

On Monday, 5<sup>th</sup> December at the iconic Royal Albert Hall in London, Franca Sozzani, Editor-in-Chief of Vogue Italia and L'Uomo Vogue, is to be honoured for her commitment to diversity and for utilising her position and influence to positively impact the wider world. Her tireless commitment to fundraising for local and international charities has benefited a great number of worthy causes. She will be recognised at the ceremony in part for her commitment to her role as Global Ambassador Against Hunger for the United Nations World Food Programme, her work with Convivio in the fight to eradicate AIDS and the work she does with the European Institute of Oncology towards prevention and diagnosis of oncological diseases.

Throughout her career Sozzani has given consistent prominence to important social issues in Vogue Italia and L'Uomo Vogue. She has played an integral part in the *Who Is On Next?*, the initiative that identifies and promotes emerging talent around the world, from Europe to Africa and from Asia to the Middle East. She has also overseen the creation of the dedicated Vogue Talents section of the Vogue Italia website.

**Nadja Swarovski**, Member of the Swarovski Executive Board commented: *"We are delighted to present the inaugural Swarovski Award for Positive Change to Franca Sozzani. During her nearly three decades as editor of Vogue Italia she has worked tirelessly both to innovate and push the creative boundaries of fashion, and to help lead the global fight for a world without AIDS, cancer and hunger. Franca is an incredible woman and a force for good, and this award is the perfect celebration of her commitment to positive change, both inside and outside the industry."*

**Dame Natalie Massenet**, British Fashion Council Chairman commented: *"Words cannot express the huge deal of admiration and respect I have for Franca and her work. She exemplifies those qualities this award has been created to honour, and her tireless commitment to the causes she cares so passionately about is a great example to us all. The positive impact she has had on the fashion and global communities will be felt for generations to come."*

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/About/BFC-Education-Foundation](http://fashionawards.com/About/BFC-Education-Foundation).

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 –

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For British Fashion Council press enquiries please contact:

Clara Mercer: [clara.mercer@britishfashioncouncil.com](mailto:clara.mercer@britishfashioncouncil.com) | +44 (0) 207 729 1985

Michalis Zodiatis: [michalis.zodiatis@britishfashioncouncil.com](mailto:michalis.zodiatis@britishfashioncouncil.com) | +44 (0) 207 729 1989

For Swarovski press enquiries please contact:

Myriam Coudoux: [myriam.coudoux@swarovski.com](mailto:myriam.coudoux@swarovski.com) | +44 (0) 20 7255 8435

Peixi Lim: [peixi.lim@swarovski.com](mailto:peixi.lim@swarovski.com) | +44 (0) 20 7255 8415

[swarovskigroup.com](http://swarovskigroup.com) | Facebook: Swarovski | Twitter: @Swarovski | Instagram: @Swarovski

### **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, 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. Having celebrated its 120th anniversary last year, and now 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. A responsible relationship with people and the planet is an integral part of Swarovski's heritage. The global Swarovski Waterschool education program has reached 257,000 children on the world's greatest rivers, and the Swarovski Foundation, set up in 2013, works to support culture and creativity, promote wellbeing, and conserve natural resources to achieve positive social impact. [www.swarovskigroup.com](http://www.swarovskigroup.com)