

The Fashion Awards 2016

IN PARTNERSHIP WITH

SWAROVSKI

PRESS RELEASE

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THE FASHION AWARDS 2016 TROPHY DESIGNED BY MARC NEWSON FOR SWAROVSKI

The British Fashion Council (BFC) and Swarovski have commissioned Marc Newson to create a bespoke crystal trophy for The Fashion Awards 2016 in partnership with Swarovski which will take place at the Royal Albert Hall on Monday 5th December.

Created with the resources and technical ability of Swarovski and crafted from Swarovski Crystal, the hexagonal design draws inspiration from crystal clusters and rock structures. The trophies are all handcrafted at Swarovski's headquarters in Wattens, Austria and will complete an 800 mile journey from there to the Royal Albert Hall in London. Each trophy measure 245mm in height by 67mm wide.

Discover The Fashion Awards 2016 Trophy designed by Marc Newson for Swarovski here:

<https://youtu.be/qH97mqTWAPY>

Nadja Swarovski, Member of the Swarovski Executive Board, commented: *"We are thrilled to have worked with Marc Newson on the design of the trophies for the Fashion Awards, which we are excited to support this year. Marc's innovative crystal design concept is a fitting tribute to the global creative talent we are celebrating this year."*

Originally from Australia, Newson has lived and worked in Tokyo and Paris and is now based in London. He has been described as one of the most influential designers of his generation and has worked across a wide range of disciplines, creating everything from furniture and household objects to bicycles and cars, private and commercial aircrafts, yachts and architectural commissions. Newson was included in Time Magazine's 100 Most Influential People in the World and has received numerous awards and distinctions. His work is present in many major museum collections, including the MoMA in New York, London's Design Museum, the V&A, the Centre Georges Pompidou in Paris and the Vitra Design Museum in Germany.

Marc Newson CBE said: *“I was delighted to be asked to design this trophy. Swarovski crystal is a fantastic material to work with, and I am happy with the striking visual effect that has been created from the reflections of each individual trophy when set together. We could not have achieved this spectacular result with any other material. It is a pleasure to contribute to the evolution of the Fashion Awards and to celebrate such great talent with these trophies.”*

Dame Natalie Massenet, Chairman of the British Fashion Council added: *“We are honoured that Marc Newson created a trophy for the Fashion Awards worthy of our new international format. The award will not only be desirable for its recognition of outstanding achievements in the world of fashion, it will be a bold and collectible work of design from one of the greatest living industrial designers.”*

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.

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.

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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.