

# British Fashion Awards 2014

IN PARTNERSHIP WITH

SWAROVSKI

14<sup>TH</sup> OCTOBER 2014

## SWAROVSKI NAMED AS THE PRINCIPAL SPONSOR FOR THE 2014 BRITISH FASHION AWARDS

The British Fashion Council (BFC) today announces a partnership with Swarovski for the 2014 British Fashion Awards, taking place on the 1<sup>st</sup> December at the London Coliseum. Swarovski's dedication to the fashion industry and to supporting designers makes it the perfect partner for the British Fashion Awards.

This partnership will also see Swarovski create custom made awards which will be presented to the winners at the ceremony.

Natalie Massenet MBE, Chairman of the BFC, commented: *"We are delighted to be working in partnership with Swarovski again for this year's British Fashion Awards. The event celebrates excellence and creativity in our industry and is one of the most glamorous star studded nights of the international fashion calendar."*

Nadja Swarovski, Member of the Swarovski Executive Board, commented: *"Swarovski has been supporting British designers for over 15 years, and their incredible skill, craftsmanship and creativity never ceases to amaze and inspire. This year we are thrilled to partner with the British Fashion Awards once again in this annual celebration which recognises not only our exceptional design talents, but also the creatives, models and tastemakers who are such a powerful force in setting the global fashion agenda."*

This is a return to the British Fashion Awards for Swarovski, which last sponsored the event in 2009 for its 25<sup>th</sup> Anniversary. Swarovski also runs the Swarovski Collective initiative which supports emerging and established designers at London Fashion Week including newcomers Ashley Williams, Marques' Almeida and Peter Pilotto who joined existing members Huishan Zhang and Mary Katrantzou for SS15.

Established in 1989, the British Fashion Awards celebrates the contributions of British designers, creatives, models and style icons that are renowned for their ability to set the global fashion agenda. It is attended by influential industry leaders, designers, models, retailers and celebrities and is an opportunity to recognise and celebrate the outstanding global influence of the British fashion industry.

Categories to be announced on the evening include: Emerging Womenswear Designer, Emerging Menswear Designer, Emerging Accessories Designer, Accessory Designer of the Year, Red Carpet Designer of the Year, Model of the Year, Brand of the Year, International Designer of the Year, New Establishment Designer,

Establishment Award, Menswear Designer of the Year, Womenswear Designer of the Year, Isabella Blow Award for Fashion Creator, BFC Outstanding Achievement Award and Creative Campaign Award.

Official Presenting Sponsors for the 2014 British Fashion Awards are Canon, MAC, Toni & Guy and Vodafone. Official Sponsors are American Express, Marks & Spencer, Mercedes Benz, Penhaligon's and Rightster. The British Fashion Council would like to thank Fashion Monitor and Harrogate Spa.

**- ENDS -**

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