

The Fashion Awards 2017

IN PARTNERSHIP WITH
SWAROVSKI

PRESS RELEASE
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THE FASHION AWARDS 2017 TROPHY DESIGNED BY JOHN PAWSON



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The British Fashion Council (BFC) and Swarovski have commissioned British architectural designer John Pawson to create the crystal trophy for The Fashion Awards 2017 in partnership with Swarovski, taking place at the Royal Albert Hall on Monday 4th December.

This is the second year that the BFC and Swarovski have collaborated with a world-renowned designer to create a bespoke trophy for The Fashion Awards. In 2016, the trophy was designed by Marc Newson CBE.

Pawson's design combines the worlds of fashion and architecture with a minimalist crystal cylinder encasing a lacquer 'thread' through its centre. Its slanted top features a convex lens, which magnifies the 'thread' when viewed from above. Each trophy contains a different coloured 'thread', making it a distinct design piece; but when viewed together, the trophies are a striking set piece that represents the diversity of the 2017 award winners.

The trophies have been handcrafted from crystal by Swarovski's master cutters at the company's headquarters in Wattens, Austria. A symbolic memento of the night, each trophy weighs approximately 1.5kg and measures 240mm in height by 60mm wide. They will complete the 800-mile journey from Austria to the Royal Albert Hall in London for the event.

Nadja Swarovski, Member of the Swarovski Executive Board, commented: *“John Pawson is an inspirational architectural designer, and we are delighted that he has brought his singular vision to the trophy for The Fashion Awards 2017. His elegant concept is both a stunning celebration of Swarovski crystal and an inspired tribute to the diverse talent who will be recognized at this year’s awards.”*

John Pawson said: *“I am delighted to have been asked to design the trophy for The Fashion Awards 2017. The trophy is a symbolic memento of the night so I wanted to create something special that would be both a beautiful object in its own right and a fitting tribute to the achievements of this year’s winners. The inherent qualities of Swarovski crystal enhance the simplicity of the cylindrical form and coloured thread, producing a celebratory play of light and colour.”*

Dame Natalie Massenet, Chairman of the British Fashion Council added: *“It is a great honour to work with John Pawson on the award design this year. He is one of the most celebrated architectural designers of his generation and his trophy reflects both his aesthetic and our vision for The Fashion Awards. It is worthy of the outstanding achievements it will recognise on the night and I am delighted that all winners will take away a collectible work of design.”*

The Fashion Awards in partnership with Swarovski recognise creativity and innovation in fashion. The Fashion Awards celebrate exceptional individuals whose imagination and creativity have broken new ground in fashion globally over the past 12 months and brands and businesses that have transformed the possibilities of fashion today. The gala event hosted in fashion’s creative capital, London, raises money to nurture future generations of fashion talent. The BFC Education Foundation is the charitable partner to The Fashion Awards 2017 in partnership with Swarovski

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John Pawson was born in Halifax, England, and has spent over 30 years making rigorously simple architecture. Pawson’s work is a consistent study of mass, volume, surface, proportion, junction, geometry, repetition, light and ritual. His body of work spans a broad range of scales and typologies, from private houses to sacred commissions, galleries, museums, hotels, ballet sets, yacht interiors and a bridge across a lake. Notable projects include the new London Design Museum (2017), Sackler Crossing at the Royal Botanic Gardens, Kew (2006) in addition to flagship stores for fashion designers Calvin Klein and Christopher Kane.

The British Fashion Council (BFC) was set up in 1983 to promote British fashion internationally and co-ordinate 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 to help British designer businesses develop their profiles and business globally and promote British fashion and its influential role in Britain and London. The BFC Colleges Council offers support to students through its Foundation, BA and MA scholarships, links with industry through design competitions and Graduate Preview Day. Talent identification and business support schemes include BFC Fashion Film; BFC Rock Vault; BFC Headonism; BFC/GQ Designer Menswear Fund; BFC/Vogue Designer Fashion Fund and

NEWGEN. The BFC supports Boden's Future British initiative. The BFC also runs and owns charities including the BFC Fashion Arts Foundation, the BFC Fashion Trust and the BFC Education Foundation. Showcasing initiatives and events include London Fashion Week, London Fashion Week Men's, LONDON show ROOMS, International Fashion Showcase, London Fashion Week Festival and the annual celebration of excellence in the fashion industry: The Fashion Awards.

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. The Swarovski Crystal Business is run by the fifth generation of family members and has a global reach with approximately 2,800 stores in around 170 countries, more than 27,000 employees, and revenue of about 2.6 billion euros in 2016. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2016, the Group generated revenue of about 3.37 billion euros and employed more than 32,000 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 461,000 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.

BFC Education Foundation: The BFC Education Foundation is dependent upon the generosity of the companies and individuals funding scholarships; Charlotte Olympia, Coach, Marks & Spencer, Mulberry, Dame Natalie Massenet and Eiesha Bharti Pasricha. The project has also been partly supported by HM Government with Employer Ownership funding through Creative Skillset and The Fashion Awards. The BFC Education Foundation is a registered charity in England and Wales with number 1064820. The BFC may transfer information to the BFC Education Foundation to contact donors directly. Past MA scholarship winners include Graeme Raeburn, Designer, **Rapha** (2001); John Mooney, Brand Creative Director, **ASOS** (2001); Erdem Moralioğlu, Designer and Founder, **Erdem** (2002); Aitor Throup, Executive Creative Director, **G-Star Raw** (2004); Daphne Karras, Head of Womenswear, **Kenzo** (2004); Andres Azubel, Senior Menswear Designer, **Givenchy** (2005); Nabil El-Nayal, Designer & founder, **Nabil Nayal** (2008); Nicola Morgan, Senior Designer, **Thierry Mugler** (2009); Alice Bastin, Head of Leather& Fur RTW, **Alexander McQueen** (2011); Emma Hardstaff, Womenswear Designer, **Burberry** (2012); Matty Bovan, Designer and Founder, **Matty Bovan** (2013) and Pip Paz-Howlett, Print Designer, **J.W.Anderson** (2015).