

# The Fashion Awards 2018

IN PARTNERSHIP WITH  
SWAROVSKI

## PRESS RELEASE

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### PARLEY FOR THE OCEANS TO BE HONoured WITH SPECIAL RECOGNITION AWARD FOR INNOVATION

The Fashion Awards 2018 in partnership with Swarovski will award **Cyrill Gutsch, Founder of Parley for the Oceans** with the Special Recognition Award for Innovation on Monday 10<sup>th</sup> December at the Royal Albert Hall in London. The award will be bestowed for Parley for the Oceans' commitment to highlighting the devastating effects of plastic on our environment and through collaborations, working with designers to reinvent the way in which products can be made and designed in order to turn a global problem into an opportunity, to protect our oceans.

The Special Recognition Award for Innovation celebrates the contribution of a brand or an individual to the fashion industry using innovative materials, production techniques, manufacturing or store practices that help raise awareness of environmental issues. The recipient is invested as a responsible and authentic entity, constantly pushing the boundaries to allow change. Their deeply rooted commitment to ethical and environmental values allows the rest of the industry to reflect on the resources it uses and their impact on the environment while pushing to constantly explore innovative ways to become more sustainable throughout the product cycle. The inaugural recipient of the Award was Stella McCartney in 2017.

The Fashion Awards is the main fundraiser for 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. As part of their continued and generous support of The Fashion Awards 2018, Swarovski has pledged a £300,000 donation to the BFC Education Foundation in advance of this year's event. The BFC's work is achieved through a range of charitable initiatives which focus on education, business and mentoring schemes that support talent from school level and emerging designers to fashion start-ups and established brands. In 2017, the BFC raised over £2.2 million for its charities and business support initiatives and in the twelve months to March 2018 allocated £1.1 million in grants to designer businesses to further support these efforts, all other funds are held on reserve.

Parley for the Oceans is a new form of environmental organisation and global collaboration network. Founded in 2012 by Cyrill Gutsch, Parley aims to raise awareness for the beauty and fragility of the Oceans, and to inspire and empower diverse groups such as pacesetting companies, brands, organisations, governments, artists, designers, scientists, innovators and environmentalists in the exploration of new ways of creating, thinking and living on our finite, blue planet. Parley believes the consumer has the power to create change through everyday choices, but the duty to empower the consumer is in the hands of the creative industries.

Recognising that there are no simple solutions to the complex threat of marine plastic pollution, Parley devised a scalable strategy based on the fact that at least the oceans generate at least every second breath we take: Parley AIR (Avoid, Intercept, Redesign). With this strategy, Parley is calling for a Material Revolution and driving a wave of change across and through the most influential industries.

Parley's most well-known fashion collaboration with sportswear label adidas led to the creation of the first soccer, football and running performance products made with Parley's Ocean Plastic®, turning threat into thread. World-renowned teams such as Manchester United, Real Madrid, Juventus and Bayern Munich made the switch to Ocean Plastic® for their third kits for the 2018/2019 season. As reported by Forbes, the adidas x Parley partnership earned over \$1 Billion in revenue, proving Parley's philosophy that it can be more lucrative to protect the oceans than to destroy them. This summer Parley and adidas hosted "Run for the Oceans", a global campaign with almost 1 million runners participating and 12 major running events across various cities around the world. For the first one million km completed adidas contributed \$1 million to support Parley youth education initiatives and programs to end marine plastic pollution.

In 2015, Dazed founder Jefferson Hack hosted the Parley Talks, broadcasted live from COP21 in Paris, alongside Cyrill Gutsch, where they discussed the need for immediate action and the importance of collaboration across creative industries to solve these problems with imagination, collaboration and innovation. In 2017, Parley collaborated with British designer Stella McCartney to release footwear made from Ocean Plastic® through the adidas x Stella McCartney collaboration, as well as a special edition Ocean Legend bag honouring Captain Paul Watson and the work of Sea Shepherd Conservation Society to defend the high seas against illegal fishing activity.

In 2018, Parley partnered with Porter Magazine and supermodel Anja Rubik to champion the power of content, commerce and cause with the release of exclusive products made from Ocean Plastic®, and an issue of Porter Magazine made in tribute to our life support system. The aim of the project was to shine a light on the beauty and fragility of the oceans and invite the fashion industry and luxury brands, to collaborate. Following the shoot with Mario Sorrenti in the Maldives, the fashion crew and Parley collaborators along with local families participated in a beach clean-up.

Parley also launched in 2018 an unexpected call to action for the fashion industry through the Corona x Parley partnership: a new form of creative fundraising platform by the name Clean Waves, which will empower designers, artists, musicians, material innovators and other creators to put progress into the hands of consumers. The first products introduced are sunglasses made from Ocean Plastic®, marked with the unique coordinates of locations on the islands their purchase helps protect.

The use of Ocean Plastic® by Parley has put marine plastic pollution, as well as recycling, into the global spotlight. But the strength of Parley lies in its longer-term vision and strategy for a future beyond plastics and other harmful materials — and in the unity of its network working to bring that vision into reality.

The generosity and commitment of The Fashion Award sponsors is more vital than ever. Please help us by acknowledging our Principal Sponsor SWAROVSKI for their support of The Fashion Awards 2018. Official Sponsors American Express, Bird in Hand, Digital Domain, Getty Images, Lavazza Coffee, Mercedes-Benz, Rosewood London, Slingsby Gin and YouTube.

General tickets to The Fashion Awards 2018 in partnership with Swarovski are available via [Ticketmaster](#).

**-ENDS-**

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**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/GQ Designer Menswear Fund; BFC/Vogue Designer Fashion Fund and NEWGEN which includes womenswear, menswear and accessories. 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 creativity and innovation 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 3,000 stores in around 170 countries, more than 27,000 employees, and revenue of about 2.7 billion euros in 2017. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2017, the Group generated revenue of about 3.5 billion euros and employed more than 32,000 people. A responsible relationship with people and the planet has always been an integral part of Swarovski's heritage, and is embedded today in the company's well-established sustainability agenda. In addition, the global Swarovski Waterschool education program has reached 500,000 children on the world's greatest rivers, and the Swarovski Foundation, set up in 2013, works to support culture and creativity, promote human empowerment, and conserve natural resources to achieve positive social impact.

[www.swarovskigroup.com](http://www.swarovskigroup.com)

**Parley for the Oceans** recognises plastic as a design failure which is not fit for a circular economy and is on a permanent journey of destruction on our planet. The organisation works to implement strategies which can end the cycle of plastic pollution for good and educates businesses on how they can help achieve this goal by transforming their methods and refusing to introduce any new virgin plastic into their supply chains.

Led by Gutsch's vision, Parley played a leading role in putting marine plastic pollution in the global spotlight. Recognizing a destructive rift between environmentalists and corporations, Parley was the first to successfully bridge it – connecting seemingly disparate groups in collaborative projects that set new industry standards and mould a landscape where purpose is the new luxury and recycling is the next supertrend. But Parley also recognizes that recycling is not enough. The long-term goal is an economy beyond plastic, without harmful substances and exploitative business models.

As an organisation, Parley has openly rejected the 3 Rs, Reduce, Reuse, Recycle as a non-effective way to combat the use of plastic and other materials as it does not shine the light on the design flaw in plastic, and instead suggests that as long as the material is reused and recycled, no harm is done. Parley believes that instead of spending millions on recycling an inherently flawed material, it can be faster and cheaper to reinvent the material itself. For the protection of our oceans, Parley is therefore calling for a Material Revolution and driving it with a strategy: Parley AIR – Avoid, Intercept, Redesign.

Parley AIR looks beyond the outdated 3Rs, and is easier to break down to every household, business and government. We need air to breathe, we're destroying our air by polluting it, and we are destroying the oceans that create up to 80% of the oxygen we all breathe, from life underneath the water. Avoid plastic wherever possible. Intercept plastic waste. Redesign the material itself. This is the visionary part, redesigning the material and creating a wave of change where it feels interesting and lucrative to invest money and time into the development of new materials.

Together with partner Corona (AB InBev), Parley also launched in 2018 a new kind of creative fundraising platform, Clean Waves. Through this project, designers, artists, musicians, material innovators and other members of the creative industries are empowered to transform products into symbols of change which connect individuals to the people and places impacted by marine plastic pollution, starting with sunglasses made from Ocean Plastic® and marked with the unique coordinates of locations on islands their purchase helps protect.