

# The Fashion Awards 2017

IN PARTNERSHIP WITH

SWAROVSKI

**PRESS RELEASE**  
**FRIDAY 1<sup>ST</sup> DECEMBER**

## **PAT MCGRATH TO BE HONOURED WITH THE ISABELLA BLOW AWARD AT THE FASHION AWARDS 2017 IN PARTNERSHIP WITH SWAROVSKI**

The British Fashion Council today announces that Pat McGrath MBE will receive the Isabella Blow Award at The Fashion Awards 2017 in partnership with Swarovski. McGrath will be honoured at this year's ceremony on Monday 4th December at the Royal Albert Hall for her invaluable contribution to the global fashion and beauty industry.

Pat McGrath's astonishing career started in London in the early 90's where she both reinvented makeup and reimagined the landscape of the contemporary face. Her success was further catapulted with the fateful introduction to legendary photographer Steven Meisel. This introduction would lead to a long-standing personal and professional relationship that continues to this day.

Celebrated for her innovative and creative techniques of using makeup and colour, Pat McGrath continues to create unique beauty looks each season for runway shows in London, Paris, New York and Milan. Her ongoing work also includes fashion advertising campaigns and editorials for some of fashion's most prestigious publications and brands including Prada, Miu Miu, Yohji Yamamoto, Versace, Valentino and Margiela.

Born and raised by her mother in Northampton, her love for makeup and fashion developed at an early age. Despite having had no formal training, it is her creative vision and her ability to push boundaries that has made her into the true creator and innovator she is known as today, constantly creating beauty trends of the future.

Her achievements include but are not limited to, being named Global Creative Design Director for Procter & Gamble in 2004. In September 2007, Vogue named McGrath, "*The most influential make-up artist in the world*". CNN voted McGrath "*one of the most influential and powerful people in fashion*" and The Wall Street Journal voted McGrath, "*The Fashion*

*Innovator of the Year.*" In HM Queen Elizabeth II's New Year Honours List of 2014, McGrath was awarded an MBE (Member of the Order of the British Empire) for services to the fashion and beauty industries.

Over the last two decades McGrath has been the artistic force behind creating, developing and launching four international luxury cosmetic brands, including Giorgio Armani, Gucci, Dolce & Gabbana and her own recently launched eponymous brand – Pat McGrath Labs.

In October 2015, McGrath's groundbreaking launch of Pat McGrath Labs - the first brand to bear her name - disrupted beauty industry standards, and her innovative approach continues to revolutionize the landscape. Utilizing a never-before-seen concept of "Straight from the labs." Pat McGrath Labs has captivated the attention of consumers and industry veterans alike by continuing to break all the rules in beauty.

The Isabella Blow Award for Fashion Creator recognises the very best innovators and creatives in fashion, celebrating invaluable contributions that have changed the entire fashion landscape. With a discerning eye and incessant drive, this creative has brought designers' creations to life and helped create worlds within brands. Their dedication to the craft has garnered legions of fans and the incredible body of work has already left an indelible mark on the entire industry. Previous winners of the Isabella Blow Award for Fashion Creator include: Bruce Weber (2016) Nick Knight OBE (2015), Edward Enninful OBE (2014), Lady Amanda Harlech (2013) and Professor Louise Wilson OBE (2012).

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 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.

**-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 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 jewellery, 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).

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