

# The Fashion Awards 2018

IN PARTNERSHIP WITH  
SWAROVSKI

**PRESS RELEASE**

14<sup>th</sup> June 2018

## **THE BRITISH FASHION COUNCIL ANNOUNCES THE FASHION AWARDS 2018 IN PARTNERSHIP WITH SWAROVSKI**

The British Fashion Council (BFC) is delighted to announce **The Fashion Awards 2018 in partnership with Swarovski** will take place on **Monday 10<sup>th</sup> December 2018**, returning to iconic London venue **The Royal Albert Hall**. The annual celebration of creativity and innovation will shine a spotlight on exceptional individuals and influential businesses that have made significant contributions to the global fashion industry.

London is globally recognised for its creative talent and businesses and The Fashion Awards pays homage to the incredible success of our home-grown talent, while celebrating international brands who play a vital role in our industry's culture and reputation. The diversity of the audience, from designers and brands to business leaders, creatives, investors, retailers, students and members of the public; reflects the culture of the fashion industry and the awards recognise not only designers, but the wide constellation of talented people who bring fashion to life.

The Fashion Awards is a fundraiser for the British Fashion Council, a not-for-profit organisation focused on promoting excellence in British fashion and supporting the future pipeline of creative talent. The BFC's work is achieved through a range of charitable initiatives and education, business and mentoring schemes that support a pyramid of creatives from school level students, to emerging designers and future fashion start-ups, through to established designer businesses.

In 2017, The British Fashion Council raised over £2.2million for its charities and business support initiatives and in the twelve months to March 2018 has allocated £1.1million to further support these efforts. As part of its Education pillar, the BFC's education initiatives are designed to secure

the legacy of support for talented students at every stage, safeguarding the opportunity to further education regardless of financial situation.

Nominees and winners for The Fashion Awards 2018 will be voted for by an international judging panel of over 2,000 key industry figures from all corners of the global fashion industry. A number of special recognition awards are also presented on the night and announced in advance, in recognition of the weight of the achievements they represent.

Tables and boxes for The Fashion Awards 2018 are now on sale. For more information please email [FashionAwardsBox@britishfashioncouncil.com](mailto:FashionAwardsBox@britishfashioncouncil.com) or [fashionawardstable@britishfashioncouncil.com](mailto:fashionawardstable@britishfashioncouncil.com)

To see a full list of The Fashion Awards 2017 winners please click [here](#).

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#### **ABOUT BRITISH FASHION COUNCIL**

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 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 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 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.