

**BRITISH
FASHION
AWARDS**SUPPORTED BY
SWAROVSKI

Press Release
27th November 2009

The British Fashion Awards 2009 Shortlist Announced

The British Fashion Council (BFC) today announces the **shortlist** of nominees for the **2009 British Fashion Awards supported by Swarovski**. The event recognises the most influential people in fashion today and will celebrate the reputation and development of British fashion over the last 25 years. The winners will be announced at the British Fashion Awards, on Wednesday 9th December at a ceremony to close the British Fashion Council's 25th anniversary celebrations.

The eleven categories include **Designer of the Year**, the ultimate accolade, which recognises a leading British designer of couture, ready-to-wear, knitwear or accessories who has directed the shape of fashion in the past year and elevated their international reputation. This year there will also be a one-off **London 25** award which will celebrate an individual who embodies the spirit of London and is an international ambassador for the capital's fashion industry. The winner of this award will be decided entirely by public vote. The event will also acknowledge the achievement of one designer who throughout their career has made an exceptional impact on global fashion, with the **BFC Award for Outstanding Achievement in Fashion Design**.

Nominations for awards are made by key opinion formers within the industry. The winners are selected by relevant panels of leading British and international media and buyers.

The UK is internationally recognised for emerging design talent. This year, as part of their support for British talent and the British Fashion Awards, Swarovski are again sponsoring two awards: the **Emerging Talent Award for Ready to Wear** and the **Emerging Talent Award for Accessories**. These awards recognise and financially reward the UK's most exciting new designers. A panel of media, buyers and BFC talent scouts were asked to nominate in this category. This year's judging

panel includes Nadja Swarovski, Vice President, Swarovski Crystal Business, Lucy Yeomans, editor of Harper's Bazaar, Alexandra Shulman, editor of Vogue, Sarah Mower, leading international journalist (Vogue US and Style.com) and BFC Ambassador for Emerging Talent and Joan Burstein, Founder and Owner of Browns.

The British Fashion Awards 2009 shortlisted nominees are:

1. SWAROVSKI EMERGING TALENT AWARD - ACCESSORIES

An innovative and directional accessories designer who is emerging as an influential force in British fashion in the Accessories category.

Nominees: Camilla Skovgaard, Holly Fulton, Jessica McCormack, Maria Francesca Pepe

2. SWAROVSKI EMERGING TALENT AWARD - READY TO WEAR

An innovative and directional designer who is emerging as an influential force in British fashion in the Ready to Wear category

Nominees: Mark Fast, Meadham Kirchhoff, Peter Pilotto

3. DESIGNER BRAND

A leading British designer brand that has excelled and made an impact on the international stage over the past year.

Nominees: Burberry, Mulberry, Pringle of Scotland

4. MODEL

A British model who has emerged as a leading name in the modelling industry and is making a strong mark on the international fashion scene.

Nominees: Daisy Lowe, Georgia Jagger, Rosie Huntington-Whiteley

5. ACCESSORY DESIGNER

The leading British designer of shoes, jewellery, millinery or accessories within the past year.

Nominees: Emma Hill for Mulberry, Katie Hillier, Nicholas Kirkwood

6. MENSWEAR DESIGNER

A leading British designer of ready-to-wear and bespoke tailoring who has been instrumental in enhancing men's fashion in the past year.

Nominees: Graeme Fidler for Aquascutum, Kim Jones for dunhill, Todd Lynn

7. LONDON 25

An individual who embodies the spirit of London and is an international ambassador for London as a leading creative fashion capital. This award has been created to mark the BFC's 25th year and to recognise the many individuals that make London a cultural force in the global fashion industry.

Nominees available at www.britishfashioncouncil.com

8. ISABELLA BLOW AWARD FOR FASHION CREATOR

A British stylist, make-up artist, photographer, art director or producer whose creativity has been a major inspiration and influence in the past year.

Winner announced on the evening. No shortlist available

9. BFC BRITISH COLLECTION OF THE YEAR

A British based designer whose last two collections have directed the shape of fashion and helped them develop as an international force in the fashion industry.

Nominees: Christopher Kane, Erdem, Jonathan Saunders

10. BFC DESIGNER OF THE YEAR

The ultimate accolade, which recognises an internationally acclaimed British designer of couture, ready-to-wear, knitwear or accessories who has made a significant impact in the past year both in the UK and internationally.

Winner announced on the evening. No shortlist available

11. BFC OUTSTANDING ACHIEVEMENT IN FASHION DESIGN

An award recognising one designer who throughout their career has influenced and inspired the global fashion industry.

Winner announced on the evening. No shortlist available

Caroline Rush, Chief Executive (Joint) of the BFC commented, *"This year's nominee list highlights the extraordinary breadth of British design talent. I would like to thank Swarovski for supporting two awards (Swarovski Emerging Talent Awards for ready to wear and for accessories) which recognise*

and financially reward emerging design talent, helping to support two of our newer designers as they establish their careers and businesses in Britain.”

Nadja Swarovski, Vice President, Swarovski Crystal Business said, *“Swarovski is very pleased to enter into its 5th year of support for the British Fashion Awards – the finale to the British Fashion Council’s 25th anniversary celebrations. Through our two awards, The Swarovski Emerging Talent Award- Ready to Wear and The Swarovski Emerging Talent Award- Accessories, Swarovski is proud to continue our mission of nurturing and supporting young design talent whose creativity drives forward the British fashion industry.”*

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Editors notes:

1. The 2009 British Fashion Awards will be the 25th ceremony.
2. The British Fashion Council would like to thank Swarovski, Evian, Fashionair, MAC, Marks & Spencer, Renault, The May Fair and Toni & Guy for their support.
3. Last years winners were:

Designer of the Year	Luella Bartley
Red Carpet Designer	Matthew Williamson
Swarovski Emerging Talent RTW	Louise Goldin
Swarovski Emerging Talent Accessories	Nicholas Kirkwood
Accessory Designer	Rupert Sanderson
Model	Jourdan Dunn
Designer Brand	Jimmy Choo



BFC Award for Outstanding Achievement	Stephen Jones
Bespoke Award	Richard James
Isabella Blow Award for Fashion Creator	Tim Walker

Nomination Panels:

The British Fashion Council's press committee nominate in all categories:

Lucy Yeomans, Harper's Bazaar; Alexandra Shulman, Vogue; Carrie Gorman; Hilary Alexander, The Daily Telegraph; Iain R Webb; Jeremy Langmead, Esquire; Jess Cartner-Morley, The Guardian; Laura Craik, The London Evening Standard; Lisa Armstrong, The Times; Lorraine Candy, Elle; Nicola Copping, Financial Times; Paula Reed, Grazia; Sophia Neophitou-Apostalou, 10 Magazine / Harper's Bazaar, Sarah Mower, Style.com; Susannah Frankel, The Independent; Terry Jones i-D; Tiffanie Darke, Sunday Times Style.

Menswear:

BFC press committee and menswear specialists including Charlie Porter, Fantastic Man, Jeremy Langmead, Esquire, Tim Blanks, Style.com and Dylan Jones, GQ.

Outstanding Achievement:

BFC Press committee and Anita Barr, Director of Womenswear at Selfridges, Anna Wintour, Editor in Chief of Vogue USA, Caroline Rush, Chief Executive (Joint), of the British Fashion Council, Cindy Ho, Fashion & Merchandising Director at Villa Moda, Glenda Bailey, Editor in Chief Harpers Bazaar USA, Hamish Bowles, European Editor at Large Vogue USA, Joan Burstein, Founder and Owner of Browns, Marigay McKee, Fashion & Beauty Director at Harrods, Nadja Swarovski, Vice President, Swarovski Crystal Business, Stefano Tonchi, Editor in Chief of T Magazine (The New York Times) and Brand and Creative Consultant Yasmin Sewell.