

The Fashion Awards 2018

IN PARTNERSHIP WITH

SWAROVSKI

PRESS RELEASE

5th December 2018

DAME VIVIENNE WESTWOOD TO BE HONOURED WITH THE SWAROVSKI AWARD FOR POSITIVE CHANGE

The British Fashion Council (BFC) is delighted to announce that **Dame Vivienne Westwood** will be honoured with the Swarovski Award for Positive Change at The Fashion Awards 2018 in partnership with Swarovski on Monday, 10th December at the Royal Albert Hall in London for her incredible contribution to the fashion industry and her continued work to promote and engage with the industry positively in making a global change for the benefit of the environment.

The Swarovski Award for Positive Change recognises and celebrates individuals who have made a positive impact on society, the environment or both, and forms part of Swarovski's efforts to promote a more sustainable future for us all. The recipients acknowledge the challenges our world faces and actively seek to address them using their resources to achieve change and positive impact. Previous recipients include Franca Sozzani (2016) and Maria Grazia Chiuri (2017).

Caroline Rush, Chief Executive British Fashion Council commented: *"With this special award, Dame Vivienne Westwood will be recognised for being a campaigner for change throughout her career. She has led the way championing humanitarian and environmental issues, and her contribution to British fashion, make her one of the most respected designers in the fashion industry and a great inspiration to us all. Her most recent campaign has led more businesses in the fashion industry in the UK to 'Switch to Green Energy' and she continues to inspire many more to do the same".*

Nadja Swarovski, Member of the Swarovski Executive Board said: *"The Swarovski Award for Positive Change forms part of Swarovski's wider efforts to promote a more sustainable future. Dame Vivienne Westwood has made an indelible mark on global fashion and we are delighted to celebrate her inspirational creativity, lifelong advocacy of environmental causes and promotion of ethical fashion which have had an enduring and profound effect on the industry."*

The Fashion Awards is the main fundraiser for the BFC, a not for profit organisation focused on promoting excellence in British fashion and supporting the future pipeline of creative talent. As part of its 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 support these efforts.

Over the last 20 years Dame Vivienne has campaigned for several environmental and human rights charities and grass roots NGO's - she is a trustee of *Liberty*, patron of *Reprieve* and campaigner for *Amnesty International*, *War Child*, *Friends of the Earth* and the *Environmental Justice foundation*, amongst others. Vivienne Westwood have dedicated a number of their shows and collections to raise awareness around these causes.

Since 2010 the brand has worked with the *International Trade Centre* a joint body of the United Nations, to produce bags through their *Ethical Fashion Initiative*. The programme currently supports the work of thousands of women from marginalized African communities and empowers informal manufacturers and craftspeople to enter the international value chain - providing an income for some of the poorest people in the world. The collections are created using recycled materials from slums and land fill and the income helps to stop the need to continue deforestation in the area.

For several years, Vivienne Westwood have actively supported the charity, *Cool Earth* in its efforts to save the rainforest and stop climate change. *Cool Earth* works with local communities to halt rainforest destruction. This ground-up approach has been proven to be the most effective way to mitigate the effects of global carbon emissions on climate change. By putting local people first, *Cool Earth* can safeguard the future of the world's rainforests. Westwood has galvanised fashion industry friends to join the cause and dedicated 2 fashion shows to *Cool Earth*.

Dame Vivienne Westwood is also an ambassador for *Greenpeace*; in 2013 she designed its official 'Save the Arctic' logo and in 2015 she launched a global campaign to stop drilling and industrial fishing in the area.

In September 2017, Vivienne Westwood, along with the BFC, and support from the London Mayors office, launched the *SWITCH to Green* campaign to bring the fashion industry together to lead in ambitious climate action. The ongoing campaign encourages industry leaders to commit

to switch all UK offices and stores to a green energy supplier by 2020. As part of the SWITCH to Green campaign, Westwood uniquely brought together four of the biggest green energy suppliers to offer businesses quicker, measurable switches to a verified green provider.

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, Mercedes-Benz, Rosewood London, Slingsby Gin and YouTube.

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

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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 jewellery, 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.

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