

The Fashion Awards 2017

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Versace and Artistic Director Donatella Versace to be honoured with The Fashion Icon Award at The Fashion Awards 2017 in partnership with Swarovski

The British Fashion Council today announces that Donatella Versace will receive the Fashion Icon Award at The Fashion Awards 2017 in partnership with Swarovski, on Monday 4th December at the Royal Albert Hall, London.

The Fashion Icon Award celebrates the creativity and innovation, glamour and power of Versace and recognises both the incredible fashion legacy of Gianni Versace and the role Donatella Versace has played in maintaining the iconic brand her brother created as well as supporting, mentoring and championing many young British designers and young designers around the world. December 2017 is also a very significant moment in time for Versace as it marks the end of a year of remembrance and tribute to Gianni's 20-year legacy and the celebration of Donatella Versace's 20th year at the helm.

Donatella Versace's career started by her brother Gianni's side as his right hand and inspiration, as his challenger and his champion and as the Creative Director of Versus. Whilst Gianni was reinventing the codes of fashion and defining the imagery in fashion for the 90's, it was Donatella who brought celebrity into the house and into the iconic advertising campaigns. Following the untimely passing of her brother, Donatella took up the role of Artistic Director for the brand in 1997 and has since been responsible for countless cultural moments that have shaped the fashion world we know today. Known for her creative brilliance and artistic vision, Donatella has not only gained recognition through her creative direction for Versace, but also through her endless support and encouragement of emerging design talent. In 2010 Versace launched the Central Saint Martins 20:20 Fashion Fund and most recently announced the Gianni Versace Scholarship. Donatella has also collaborated with some of the leading new talent in the UK including Christopher Kane, Jonathan Anderson and Michael Halpern. Donatella exemplifies support of young people, which has contributed to her status as an icon to the global fashion industry. For those that know her she is kind, generous, funny, focussed and inspiring.

Born in Calabria, Italy and raised by her dressmaker mother, father and two older brothers, Donatella was primarily influenced by her brother's passion for fashion. Founded by Gianni Versace in 1978, the brand first opened its doors in Milan showing both men's and womenswear. Gianni's genius in design made the brand

internationally renowned for its innovative materials, ultra-glamorous design, iconic patterns and revolutionary menswear. The iconic Medusa heads, the invention of metal mesh and advertising campaigns shot by Richard Avedon and Bruce Weber featuring the likes of Naomi Campbell and Linda Evangelista further defined the '90s and turned Versace into an international symbol of luxury and glamour.

Through her incredible commitment to design, innovation & business, Donatella Versace has continued to build the brand into one of the best known luxury fashion brands in the world. This year alone has seen her collaborate with Lady Gaga for the Super Bowl, pay homage to Prince at the S/S17 menswear show and pay tribute to her brother Gianni's vision at the S/S18 show for her 20-year anniversary as Creative Director with historic looks showing Gianni's famous prints and metal mesh worn by the original super models that the house made famous.

Donatella Versace, Artistic Director Versace commented *"I am truly honoured to be collecting the Fashion Icon Award at The Fashion Awards 2017. For 40 years my brother and I have done what we love and that is a legacy I am honoured to continue and uphold. We have celebrated empowerment, joy and of course glamour. We have championed a community of people who share our values and together with them have created truly iconic images in the world of fashion. I am truly humbled by how Versace has been embraced across the decades, across the world and across the generations. Thank you to the industry for your support of us, thank you to my team for their loyalty and incredibly hard work, thank you to my family and friends who have supported me more than they can know and thank you to the genius that was my brother Gianni. His incredible spirit is in everything we do and everything we stand for."*

Dame Natalie Massenet, Chairman British Fashion Council commented: *"Donatella Versace is an exemplary woman and designer who has shaped the global fashion industry with her vision for Versace. She has shown incredible strength and dedication to the industry and has continued her brother's legacy through her remarkable work. What I admire the most about her is her ability to make women look and feel powerful. I could not imagine a better recipient of this award, especially as this year marks such an important date for Versace."*

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 Moraloğlu, 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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