

# LONDON FASHION WEEK

15-19 FEBRUARY 2019

## PRESS RELEASE

Wednesday 13th January

### **Bethany Williams to Receive the 2<sup>nd</sup> QEII Award for British Design at London Fashion Week**

On Tuesday 19<sup>th</sup> February 2019, Bethany Williams will be presented with the Queen Elizabeth II Award for British Design by HRH The Duchess of Cornwall on behalf of Her Majesty The Queen at London Fashion Week.

The Queen Elizabeth II Award for British Design was initiated in recognition of the role the fashion industry plays in society and diplomacy and the movement of young designers that are both talented and making a difference to society through either sustainable practices or community engagement. The inaugural award was announced and presented to Richard Quinn in February 2018 when Her Majesty made her first visit to London Fashion Week. This year's chosen designer demonstrates both value to the community and strong sustainable practices.

**Caroline Rush CBE**, CEO, British Fashion Council commented: *"The UK is known for its world-class creative emerging talent, and many of the new generation of talent are embedding sustainable or social impact within their businesses from the start. Bethany is an incredible example of this generation of designer and we are delighted to work with the Duchess of Cornwall this year on behalf of Her Majesty to highlight her work through this Award as another very special moment at London Fashion Week."*

Bethany Williams champions social and environmental causes and challenges perceptions with a perspective that is a true representation of what positive fashion means. Over recent seasons she has partnered with charities supporting social change across women's empowerment, homelessness, successful rehabilitation of offenders back into society, improving literacy amongst the most vulnerable in society and education programmes teaching skills and creating employment for those with the most limited opportunities and prospects.

Bethany has an ongoing relationship with TIH models, a modelling agency that supports youth in London who have been affected by homelessness; casting them in campaigns and fashion shows at market standard rates.

Balancing this with her commitment to positive environmental change and practices Bethany Williams combines these social programmes with the development of new textile manufacturing techniques using materials often discarded as waste within traditional textile manufacturing facilities, recycled materials, and finding innovative ways to repurpose waste product into new usable textiles spanning industries from publishing and printing, wine bottling and tenting.

Bethany Williams's partnerships with organisations in these fields is a commitment to giving back. A sizeable percentage of profit from the wholesale and distribution of her work is returned to these partners to help further their work and put resources where they are needed most at the foundations of a sustainable and equal society.

The Award itself was designed by Angela Kelly, inspired by the Queen Elizabeth rose, and was hand-produced by Lucy Price at Bauhinia Studios and in Birmingham's famous jewellery quarter.

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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/Vogue Designer Fashion Fund, BFC/GQ 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.