

The Fashion Awards 2018

IN PARTNERSHIP WITH
SWAROVSKI

PRESS RELEASE

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JACK WHITEHALL AND ALEK WEK TO HOST THE FASHION AWARDS 2018 IN PARTNERSHIP WITH SWAROVSKI

Download illustrations of the hosts [here](#).

Credit: James Davison

The British Fashion Council is delighted to announce that The Fashion Awards 2018 in partnership with Swarovski, will be hosted by British actor, writer and comedian **Jack Whitehall** and South-Sudanese British model and activist, **Alek Wek**.

The Fashion Awards ceremony, taking place on the 10th of December at the Royal Albert Hall in London is attended by designers, business and industry leaders, media, retailers, models and celebrities from across the globe to celebrate extraordinary creative fashion talent and raise money for the British Fashion Council's charitable and business support initiatives. The Fashion Awards shortlist and finalists have been selected by an international industry panel of over 2,000 names from 32 countries.

The 2018 winners announced on the evening include Accessories Designer of the Year, Brand of the Year, British Designer of the Year - Menswear, British Designer of the Year - Womenswear, British Emerging Talent - Menswear, British Emerging Talent - Womenswear, Business Leader, Designer of the Year, Model of the Year and Urban Luxe. A number of special recognition awards will be announced before the ceremony and celebrated on the night. These include Outstanding Achievement, Isabella Blow Award for Fashion Creator, Swarovski Award for Positive Change and Special Recognition Award for Innovation.

Over the past few years, **Jack Whitehall** has firmly established himself as one of the UK's most exciting talents. His TV work includes starring roles in award winning TV series from the BBC's *Decline and Fall*, to Netflix's *Travels With My Father*, Sky's *Bounty Hunters* to C4's *Fresh Meat*. In addition, Jack can currently be seen in the Disney film *The Nutcracker and The Four Realms* and he has recently finished filming Disney's *Jungle Cruise*, where he co-stars opposite Dwayne Johnson and Emily Blunt. As well as hosting The Fashion Awards in partnership with Swarovski for the past five years, Jack has also hosted The BAFTA Britannia Awards in Los Angeles for the last three years.

Alek Wek is one of the world's most iconic models with a career that spans two decades. An international cover star and catwalk model, Alek has worked with Vogue titles across the world as well as with Elle, Love, Chanel, Marc Jacobs, Tom Ford and Alexander McQueen among others. She was named Model of the Decade by i-D magazine and crowned People Magazine's 50 Most Beautiful People twice. She has been selected to star in the Pirelli calendar four times and appeared in music videos for Tina Turner's 007 *Golden Eye* and Janet Jackson's *Got Til Its Gone*. Alek also has a significant role in Luca Guadagnino's newly-acclaimed movie *Susperia*. A former refugee, she is a powerful advocate of Human Rights and has been a goodwill ambassador for the UNHCR since 2013.

The Fashion Awards in partnership with Swarovski is the main 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 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 £2.2million for its charities and business support initiatives and in the twelve months to March 2018 has allocated £1.1million to further support these efforts.

Boxes for The Fashion Awards 2018 are on sale. For more information please email:

FashionAwardsBox@britishfashioncouncil.com

General tickets 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/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 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 is an integral part of Swarovski's heritage. 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 wellbeing, and conserve natural resources to achieve positive social impact. www.swarovskigroup.com