

The Fashion Awards 2019

PRESS RELEASE

Thursday 31st October 2019

TRACEE ELLIS ROSS TO HOST THE FASHION AWARDS 2019



Photo courtesy of Tracee Ellis Ross (Adriane Jamison)

The British Fashion Council (BFC) is delighted to announce that The Fashion Awards 2019 will be hosted by award-winning American actress, CEO, and producer **Tracee Ellis Ross**. The Fashion Awards 2019 take place on Monday 2nd December at the Royal Albert Hall in London and are attended by designers, business and industry leaders, media, retailers, creatives, models and celebrities from across the globe to celebrate extraordinary creative fashion talent. They raise money for the BFC's charitable and business support initiatives. General public tickets for The Fashion Awards 2019 are on sale and available on [Ticketmaster](#).

Tracee Ellis Ross is best known for her Golden Globe-winning role as Dr. Rainbow Johnson on the ABC comedy series *black-ish* and playing Joan Clayton on the long-running hit series *Girlfriends*. For her role as Rainbow, Ross has received numerous individual accolades including winning the 2017 Golden Globe Award and four NAACP Image Awards. She also garnered three Primetime Emmy nominations

and two Critics Choice Award nominations. She is an Executive Producer on the ABC comedy series *mixed-ish*. Tracee recently wrapped production on the Focus Features comedy *COVERS* alongside Dakota Johnson, which is set for a May 2020 release.

Born from a legacy of style, Ross is known for her sartorial flair and taking fashion risks with ease and grace. Whether gracing the Emmys red carpet in couture, thanking her shopping habit for her oft-documented street style, or inviting her more than 9 million followers on social media to make fun of her dad sneakers, Ross uses fashion as a mean of self-expression and communication. She not only loves fashion; she has fun with it.

Ross serves as the CEO and Founder of PATTERN —a haircare brand launched in September, she created for the curly, and tight-textured masses. PATTERN launched in early September and sold out of the majority of items within one day. The brand also helps support organizations and programs that empower women and people of color.

Ross also uses her voice and vast social influence to advocate for a joyful culture of self-acceptance, inclusivity, and equity across all industries. As one of the founders of the #TimesUp movement, Ross is actively involved in working towards the goal of creating safety and equality in the workplace. An outspoken supporter for women's rights, she has become an influential voice in conversations around diversity, equality and female empowerment making her one of the most respected women of our generation. In April 2018, Ross opened the TED Conference, the first black woman to do so, with a powerful speech about the wisdom of women's fury.

The Fashion Awards is the main fundraiser for the BFC's charitable and talent support work. The BFC is 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 2018, the BFC raised over £2.3 million for its charities and business support initiatives out of which £1.1 million will be allocated directly to scholars and designer businesses with the remaining monies building an endowment to secure support for future generations.

The generosity and commitment of our partners is more vital than ever. Please help us by acknowledging our Presenting Partner Swarovski and Official Partners American Express, Bird in Hand, Getty Images, LAVAZZA, Rosewood London and Slingsby Gin for their support of The Fashion Awards 2019.

Boxes for The Fashion Awards 2019 are on sale. For more information please email FashionAwardsBox@britishfashioncouncil.com.

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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 Menswear Fund supported by JD.com, Inc. 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.

ABOUT PATTERN

PATTERN is a haircare brand launched in September 2019. Tracee Ellis Ross created PATTERN for the curly, and tight-textured masses. The brand also helps support organizations and programs that empower women and people of color. PATTERN is sold out of the majority of items within one day. The line is currently available online at patternbeauty.com as well as in ULTA Beauty stores across the U.S. and Ulta.com.