

The Fashion Awards 2018

IN PARTNERSHIP WITH
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PRESS RELEASE

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CELEBRATE NEW WAVE: CREATIVES IN NEW YORK

Today – at an event at The Standard, High Line New York City – Caroline Rush, Chief Executive of the British Fashion Council, Charles Jeffrey and Phillip Picardi will unveil the second round of **NEW WAVE: Creatives**. The list, which includes 20 trailblazers from image-makers, hair and makeup artists, set designers and creative directors, to models, digital influencers and stylists, represents the most innovative and inspiring young creative talent in the US. The New York announcement follows the unveiling of the first 20 names which took place a few weeks ago in Shanghai.

The names of the 20 US creatives names are:

Adesuwa Aighewi (Model); **Anok Yai** (Model); **Aquaria** (Drag Performer); **Brianna Capozzi**; (photographer); **Carlos Nazario** (Stylist, Senior Fashion Editor i-D); **Cleo Wade** (Poet, Artist, Author); **Ethan James Green** (Photographer); **Halima Aden** (Model); **Hari Nef** (Model, Actress, Activist); **Jawara Wauchope** (Hair Stylist); **Joshua Woods** (Photographer); **Kaia Gerber** (Model); **Lil Miquela** (Musician/Producer); **Luka Sabbat** (Creative Entrepreneur), **Nick Vogel** (Founder & Editor in Chief, Document Journal); **Nyle DiMarco** (Model); **Solange Franklin** (Stylist); **Tony Liu** and **Lindsey Schuyler** (Fashion Critics, Diet Prada); **Tyler Mitchell** (Photographer); **Zoey Grossman** (Photographer)

This year marks the first time The Fashion Awards 2018 in partnership with Swarovski celebrate the young global creative community by recognising 100 of the most innovative and inspiring young creative talent from around the world via **NEW WAVE: Creatives**. The shortlist highlights London's position as an international hub and pays homage to the incredible success of both home-grown and international talent, while celebrating all those who play a vital role in the industry's cultural and creative reputation.

The 2000 members of The Fashion Awards Voting Panel were asked to nominate those they believed to be the best young creative talent of today. The final list encompasses 100 names and

includes some of fashion's most exciting and forward-thinking young professionals. The criteria were simply to vote for the most creative new wave of talent across creative disciplines in fashion. The full list of **NEW WAVE: Creatives** will be unveiled the week before The Fashion Awards 2018 in partnership with Swarovski which will take place on Monday 10th December at the Royal Albert Hall in London.

The Fashion Awards is the main fundraiser for the British Fashion Council (BFC), a not for profit organisation focused on promoting excellence in British fashion and supporting the future pipeline of creative talent. As part of their 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 has allocated £1.1 million in grants to designer businesses to further support these efforts.

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

FashionAwardsBox@britishfashioncouncil.com

General tickets are available via [Ticketmaster](#).

The generosity and commitment of our 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 Coffee, Mercedes-Benz, Rosewood London and Slingsby Gin.

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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 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 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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