



Press Release

Monday 13th October 2008

The British Fashion Awards 2008 Shortlist Announced

The British Fashion Council (BFC) today announces the **shortlist** of nominees for the **2008 British Fashion Awards supported by Swarovski**. The Awards recognise the very best of British fashion talent who collectively play a key role in establishing the UK as a creative and commercial force in a highly competitive global market. The winners will be announced at the British Fashion Awards, on Tuesday 25th November.

The ten categories include **Designer of the Year**, the ultimate accolade, which recognises a leading British designer of couture, ready-to-wear, knitwear or accessories who has directed the shape of fashion in the past year both in the UK and internationally. The event will also celebrate one designer who throughout their career has made an impact on the industry internationally with the **BFC Award for Outstanding Achievement in Fashion Design**.

Nominations for awards are made by key players within the industry. The winners are selected by relevant panels of leading media and buyers.

The UK is internationally recognised for emerging design talent. This year as part of Swarovski's support for British talent and the British Fashion Awards they are sponsoring two awards: The Emerging Talent Award for Ready to Wear and The Emerging Talent Award for Accessories. These awards will recognise and financially reward the UK's most exciting new designers. A panel of media, buyers and BFC talent scouts were asked to nominate in this category. The judging panel will include Nadja Swarovski, vice president of international communications for Swarovski, Lucy Yeomans, editor of Harper's Bazaar, supermodel Claudia Schiffer, i-D contributor Lauren Cochrane and Yasmin Sewell, buyer Liberty.

The British Fashion Awards 2008 shortlisted nominees are:

MODEL - A British model who has contributed most to the international fashion scene in the past year.

Nominees - **Agyness Deyn, Jourdan Dunn, Lily Donaldson**

DESIGNER BRAND – A leading British designer brand that has excelled on the international stage over the past year.

Nominees – **Jimmy Choo, Agent Provocateur, Paul Smith**

ISABELLA BLOW AWARD FOR FASHION CREATOR - A British stylist, make-up artist, photographer, art director or producer whose creativity has been a major inspiration and influence in the past year.

Nominees – **Pat McGrath, Terry Jones, Tim Walker**

RED CARPET DESIGNER - A leading British designer of couture or ready-to-wear cocktail or eveningwear that has gained exposure at 'red carpet' events worldwide in the past year.

Nominees – **Matthew Williamson, Giles Deacon, Stella McCartney**

MENSWEAR DESIGNER - A leading British designer of ready-to-wear and bespoke tailoring who has been instrumental in enhancing men's fashion in the past year.

Nominees - **Christopher Bailey for Burberry, Paul Smith, Richard James**

ACCESSORY DESIGNER - The leading British designer of shoes, jewellery, millinery or accessories within the past year.

Nominees – **Jonathan Kelsey, Rupert Sanderson, Lara Bohinc**

SWAROVSKI EMERGING TALENT AWARD – READY TO WEAR

An innovative and directional designer who is emerging as an influential force in British fashion.

Nominees – **Danielle Scutt, Louise Goldin, Felder Felder**

SWAROVSKI EMERGING TALENT AWARD – ACCESSORIES

An innovative and directional accessories designer who is emerging as an influential force in British fashion.

Nominees – **Nicholas Kirkwood, Charlotte Olympia, Anna Vince**

DESIGNER OF THE YEAR – Winner announced on the evening. No shortlist available

BFC AWARD FOR OUTSTANDING ACHIEVEMENT IN FASHION DESIGN

The winner of this award will be announced on 11th November 2008

Hilary Riva, Chief Executive of the BFC commented “The Awards celebrate the extraordinary talent within the British fashion industry as highlighted in this year’s nominees list. I would like to thank Swarovski for their support of the British Fashion Awards 2008 and for their sponsorship of the ‘Emerging Talent Awards’, which will help to support two of our newer talents as they establish their careers and businesses.”

Nadja Swarovski, Vice President of International Communications said

‘Swarovski is honored to support the British Fashion Awards for the third consecutive year. This prestigious annual ceremony creates a platform that supports, recognises and celebrates the ongoing creativity and talent in the industry. This year, we are introducing two new awards, The Emerging Talent Award for Ready-to-Wear and The Emerging Talent Award for Accessories. We hope that this recognition and the financial support will enable up-and-coming designers to grow, while allowing their creativity to flourish.

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Also visit www.britishfashionawards.com for further information and the latest news.

Editors notes:

Previous winners of the British Designer of the Year:

2007:	Stella McCartney
2006:	Giles Deacon
2005:	Christopher Bailey
2004:	Phoebe Philo
2003, 2001, 1997, 1996:	Alexander McQueen
2000, 1999:	Hussein Chalayan
1997, 1995, 1994, 1987:	John Galiano
1993:	John Rocha
1992, 1988:	Rifat Ozbek
1991, 1990:	Vivienne Westwood
1989:	Workers for Freedom

1986: Jasper Conran
1985: Betty Jackson
1984: Katharine Hamnett

Nomination Panels:

The British Fashion Council's press committee nominates in all categories:

Lucy Yeomans, Harper's Bazaar; Alexandra Shulman, Vogue; Alison Edmond, Harper's Bazaar; Carrie Gorman, The London Paper; Hadley Freeman, The Guardian; Hilary Alexander, The Daily Telegraph; Iain R Webb; Jeremy Langmead, Esquire; Jess Cartner-Morley, The Guardian; Laura Craik, The London Evening Standard; Lisa Armstrong, The Times; Lorraine Candy, Elle; Paula Reed, Grazia; Sarah Mower, Style.com; Susannah Frankel, The Independent; Terry Jones i-D; Tiffanie Darke, Sunday Times Style.

Menswear:

Jeremy Langmead, Esquire; Alister Mackie, Another Man; Dylan Jones, GQ; Edward Enniful, i-D; Jefferson Hack, Another Man; Luke Day, Arena Homme Plus; Nicola Formechetti, Dazed and Confused; Terry Jones, i-D.

Emerging Talent:

BFC Press committee and Robb Young, International Herald Tribune; Andrew Tucker; Erin Mullaney, Brown's Focus; Suzanne Tide-Frater; and Yasmin Sewell, Liberty.

BFA Awards for Outstanding Achievement in Fashion Design:

Andrew Bolton, The Metropolitan Museum of Art in New York, Fabien Baron, Baron & Baron, Hilary Riva, Chief Executive of the British Fashion Council, Joan Burstein, Founder and Owner of Browns, Suzy Menkes, The International Herald Tribune, Patti Wilson, International Stylist and The BFC's press committee.