

Scottish Fashion Awards 2011

SCOTTISH FASHION ICON REVEALS 2011 SHORTLIST – BUTLER, TILDA, & SPITERI ARE IN, MCGREGOR, TUNTSALL, & TENNANT ARE OUT! WHO WILL STEAL THE MOST COVETED FASHION CROWN AT THIS YEAR'S SCOTTISH FASHION AWARDS!



GLASGOW, SCOTLAND, UK – APRIL 2011 - Organiser's of Scotland's most high profile celebration of fashion and style have announced the shortlist for the event's 'Scottish Fashion Icon' award, which will be presented at the 6th annual Scottish Fashion Awards in association with Vogue.com.

In a poll conducted by the Scottish Fashion Awards, asked 500 15 – 35 yrs olds in key Scottish cities, who they felt where 'Scotland's most fashion conscious and stylish celebrities'. The survey asked a random sample of 15 – 35 yr olds to rate their top 3 Scottish celebrities from a list of 20 provided to them.

"This gives us a great mechanic to formulate the short list," said Tessa Hartmann, founder and Chairman of the awards. "It's just a bit of fun to add to the awards, as all our other categories are very serious and judged by an international fashion panel – hence their credibility. But this year, before we go live with the fashion icon on line voting, we wanted to find out who our nation really thought was stylish. Now it's over to Capital FM listeners and the people across Scotland to cast their vote!"



Capital FM's Des and Jennie.

Paul Cooney, Managing Director of Capital FM, sponsors of the award category said: "The nominees for 2011 superbly represent the variety and contrast among Scottish style and talent – everything from sophisticated glamour to cutting edge trend setters. This category showcases everything that Scottish fashionistas have to offer and provides a platform for us to recognise individuality and personal style. It's great to see such a mixture of faces from the worlds of music, fashion, television and film."

2011 FASHION ICON NOMINEES ARE:

Gerard Butler
Tilda Swinton
George Lamb
Freya Mavor
Karen Gillan
Laura McMonagle
Sharleen Spiteri
Sam Robertson
Amy MacDonald
Kelly MacDonald

Tessa Hartmann added: "What started out as a bit of fun, actually became highly interesting to analyze. Fashion trends have always reflected major social and cultural changes. Here we see that 'fashion identity' from our list became very localized in this case. People voted as if 'they know the individual personally'. People can also become 'fashionable' and 'stylish' not necessarily for their clothes but for what their personality and characteristics represent. Ambitious, motivated, quietly confident yet powerful – someone like Kelly MacDonald, who might not be an obvious fashion persona, but through her incredible achievements becomes 'fashionable'!

"With the younger generation and strength of social media, there are people on there that might not be high profile but again, are highly influential in their respective fields. Laura McMonagle, a River City actress has a super cool look and mixes with a strong underground scene bulging with musicians, fashion stylists and creators – an eclectic mix of crazy yet driven individuals!

"Then we have the super stars like Gerard Butler, who's actual lack of fashion sense but rugged good looks & box office appeal, makes him highly popular choice – that's why it's such fun!" Hartmann concluded.

But the highlight of the Des and Jennie Capital FM breakfast show on Monday morning (25th April), will undoubtedly be when the online voting goes live. A great national debate will ensue around those that didn't make it! This list is almost as intriguing as the shortlist itself!

2011 – OUT (This list outlines the individuals who were included in the top 20 survey but didn't make it to the top 10)

Ewan McGregor
KT Tunstall
Lulu
Lorraine Kelly
Kirsty Young
Kevin McKidd
Darius
Cat Cubie
Shirley Manson
David Tennant

Hartmann added: "I must say we were a little surprised by some of the 'outs', as I personally love their style, but clearly that's not the voice from the street – and that's what it's all about! There's new generation of 'Cool Scots' out there and it's great to see! Hopefully the rest won't take it personally and just have a laugh about it!"

The 'Fashion Icon' award sponsored by Capital FM is the only category at the prestigious awards ceremony that can be voted for by the general public. Over the next few weeks the public can vote for their favourite Scottish Fashion Icon and then the final 4 fashion icons will be announced before the event with the winner being presented on the night.

'The Oscars of Scottish Fashion' is now a firm fixture in the international fashion calendar with a black tie extravaganza at the Glasgow Science Centre on 15th June 2011. Attended by global fashion figures, designers and industry leaders, Caledonia's will celebrate the anniversary with glamour and glitz, joining Swarovski's 'Official Red Carpet Event Calendar', which includes the Oscars, Golden Globes and Cannes Film Festival. Known for accessorizing celebrities with Swarovski jewels, the brand are dressing all the Scots who will take to the tartan carpet in June.

To vote simply log onto www.scottishfashionawards.com and click the Fashion Icon section! All voters will be automatically entered into a prize draw to win two VIP After Show party tickets to the event.

ENDS APRIL 2011

EDITORS NOTES:

- For further details please contact Karla Andrews or Jennifer Lee on M. 07785 28 52 42 E. firstname@hartmannmedia.co.uk or T. 01236 826666
- Poll – A poll was conducted with random individuals aged 15 – 35 yrs (male / female mix) in the cities of Glasgow, Edinburgh and Dundee. Samples were collected in Braehead Shopping Centre, Glasgow; George Street, Edinburgh and the Overgate Centre, Dundee. Individuals were given a list of 20 fashionable Scots and asked to select their top 10.