

Scottish Fashion Awards 2011

in association with
VOGUE.COM

LEADING FASHION DESIGNERS, TOP MODELS, TEXTILE MANUFACTURERS AND LUXURY BRANDS COMPETE FOR SCOTLAND'S MOST COVETED FASHION AWARD, AS SCOTTISH FASHION AWARDS REVEAL 2011 NOMINATIONS

GLASGOW, SCOTLAND, UK – APRIL 2011 -- Nominations and special honors for the 6th annual Scottish Fashion Awards in association with Vogue.com and Swarovski were announced this week, with an impressive array of industry names and fashion stars hailing from Scotland! With the world's thirst for all things fashionable and Scottish, this imposing line up includes a diverse group of rising stars and industry leaders who embody and shape the energy, creativity, and vision that highlights Scotland as a leading producer of innovative fashion talent. International names such as Jonathan Saunders, Christopher Kane, Holly Fulton, Duchamp, Mackintosh and models Tali Lennox and Sophie Kennedy Clark shape the short list, supported by international fashion brands such as Mulberry, Rag & Bone, DAKS and House of Holland who will compete for their 'Best Use of Scottish Fabric' within their collections.

Nominations were selected from leading figures in fashion and an online nomination system. The finalists will be judged by an exclusive panel made up of professionals from the world's leading fashion houses, the most renowned and respected fashion publications and leading figures in style with winners announced at the glittering awards ceremony and Gala VIP event on Wednesday 15th June at the architecturally renowned Glasgow Science Centre.

Now a firm fixture in the international fashion calendar VIP guests will join MTV presenter, the glamorous Laura Whitmore and an international fashion panel led by Founder & Chair Tessa Hartmann, alongside Dolly Jones Editor of Vogue.com at this prestigious event held in one of Scotland's 21st Century landmarks.

The event will take over the entire Glasgow Science Centre complex including the gleaming titanium crescent overlooking the River Clyde, the unique machinery that is the 100m 'Glasgow Tower' and the 'Planetarium' that will host Scotland's most high profile fashion extravaganza honouring Scotland's definitive fashion elite.

Despite the challenging economic climate the event continues to attract an impressive list of new and existing sponsors for 2011 including Scottish Media Partner The Herald, Swarovski, Mercedes-Benz West of Scotland, Moët & Chandon, Glasgow Airport, Marks & Spencer, Braehead, Bobbi Brown, Toni & Guy Haircare, Hotel Du Vin, Malmaison, Warehouse, Highland Spring, Capital FM, Organic Surge, Nail Rock, Maison Martin Margiela, The Model Team, Belvedere Vodka and Glasgow: Scotland with Style.

The awards were set up by Tessa Hartmann in 2006 to honour and celebrate the very best of Scottish fashion from designers, fashion photographers, models, stylists, make-up

artists, fashion writers, fashion marketers and present a phenomenal opportunity for home grown talent to showcase their work. It has now become the foremost platform for Scottish innovators to be associated with.

Judged by a virtual who's who of leading fashion experts from around the world, who previously have included Alexandra Shulman, Editor of British Vogue and The Honorable Daphne Guinness the event continues to attract fashion players whose creative talents shape trends and influence global catwalks. The 2011 panel includes:

The 2011 judging panel includes:

DOLLY JONES

NATHALIE COLIN

HILARY ALEXANDER

SARAH BAILEY

PAULA REED

BRIAN DUFFY

SARAH MOWER

CAROLINE RUSH

PROFESSOR WENDY DAGWORTHY

RICHARD WALKER

TESSA HARTMANN

EDITOR VOGUE.COM

CREATIVE DIRECTOR, SWAROVSKI

FASHION DIRECTOR – THE DAILY TELEGRAPH

DEPUTY EDITOR HARPER'S BAZAAR

STYLE DIRECTOR, GRAZIA

PRESIDENT RALPH LAUREN EUROPE

**EUROPEAN EDITOR VOGUE (USA), AMBASSADOR
FOR EMERGING TALENT, BFC**

CEO BRITISH FASHION COUNCIL

HEAD OF FASHION & TEXTILES AT RCA, LONDON

**SUNDAY HERALD AND WEEKEND EDITOR, HERALD
GROUP**

**FOUNDER SCOTTISH FASHION AWARDS AND CHAIR
OF JUDGING PANEL**

The list of award nominees & honorees 2011 is as follows:

Designer - Sponsored by VOGUE.COM

1.Chris Kane

2.Jonathan Saunders

3.Holly Fulton

4.Louise Gray

5.E-Tautz

Young - Sponsored by The Scottish Fashion Council

1.Kerry Nixon

2.Obscure Couture

3.Iona Crawford

4.Henrietta Ludgate

5.Marc Ross

6.Alice Palmer

Retailer – Sponsored by Braehead

- 1. Spoiled Brat**
- 2. ROX**
- 3. Mackintosh**
- 4. Bunmi Koko**

Model – Sponsored by Toni & Guy Haircare

- 1. Vanessa Kanbi-Premier**
- 2. Tali Lennox-Next**
- 3. Sophie Kennedy-Clark - Storm**
- 4. Louis Galloway-Elite**
- 5. Freddie Rayner-Model Team**
- 6. Eunice Olumide - AMQ models**

Graduate – Sponsored by Marks & Spencer

- 1. Pamela Aitken-Heriot Watt University**
- 2. Carolyn Edmondson-The Robert Gordon University, Grays School of Art**
- 3. Sarah Anne Watkins-Cardonald College**
- 4. Christina McIntosh- The Robert Gordon University, Grays School of Art**
- 5. Campbell Dunn- Huddersfield University**
- 6. Nicola Paxton-Edinburgh College Art**
- 7. Sarah Elizabeth Struthers- The Robert Gordon University, Grays School of Art**
- 8. Sian Parker- The Robert Gordon University, Grays School of Art**

International – Malmaison and Hotel Du Vin

- 1. Rag & Bone**
- 2. House of Holland**
- 3. Mulberry**
- 4. DAKS**

Communicator – BAA Glasgow

- 1. Marc Psarolis- Managing Director Duchamp**
- 2. Angus Munro-Model Casting Director**
- 3. Gail McInnes- Magnet Creative, Canada**
- 4. Philip Colbert- www.therodnikband.com**
- 5. Le Garçons de Glasgow-Bloggers**

Textile – Sponsored by The Herald

- 1. Harris Tweed Hebrides**
- 2. Angela Cassidy**
- 3. Jo Gordan**
- 4. Eribe**
- 5. Joyce Paton**

Accessory – Sponsored by Swarovski

1. **Emily Lamb (Shoe designer)**
2. **Bebaroque (Hosiery designers)**
3. **Euan McWhirter (Jewellery designer)**
4. **William Chambers (Millinery designer)**
5. **Pea Cooper (Millinery designer)**

Fashion Icon – Sponsored by Capital FM

1. **Gerard Butler**
2. **Tilda Swinton**
3. **George Lamb**
4. **Freya Mavor**
5. **Karen Gillan**
6. **Laura McMonagle**
7. **Sharleen Spiteri**
8. **Sam Robertson**
9. **Amy MacDonald**
10. **Kelly MacDonald**

Hall of Fame 2011, Scottish Fashion Innovator 2011 and Fashion Ambassador 2011 will be presented to the recipients on the night. (These special awards are presented to individuals, whose significant achievements within fashion will be honoured and celebrated on the night.)

The black tie event will take the format of a Moët & Chandon champagne reception, official awards ceremony, a Gala VIP dinner, a Swarovski catwalk show and the Capital FM after party, with exclusive live performances.

From Hollywood to Glasgow, Swarovski will once again accessorise the celebrities and fashionistas in attendance with sparkling jewels and stylish accessories from its new 'Wings of Fantasy' AW11/12 Fashion Collection, as well as showcasing an impressive catwalk show, created exclusively by the Paris based Nathalie Colin and modeled by the Scottish Model of the Year finalists – a European premier and major coup for the event.

"Swarovski is delighted to partner with the Scottish Fashion Awards for a third year," explains Nathalie Colin, "this is the best platform to promote Scottish fashion talent who express their creativity internationally. Swarovski has always supported the emerging talents in fashion and related art-design fields."

Dolly Jones, Editor of Vogue.com and judge said: "The talent pool highlighted by the judging process for the Scottish Fashion Awards gets better and better each year, making our job increasingly difficult. The kudos of winning one of the awards, though, has increased as the style bar is raised - so it makes the event all the more exciting. I can't wait to see who wins."

Tessa Hartmann Chairman and founder of the event said: "I can't believe it's been 6 year's since our inaugural event at Stirling Castle. It's such a thrill and honour to provide

this invaluable and now global stage for the wealth of fashion talent that hails from Scotland. There is this incredible thirst for all things Scottish and fashionable, which was clearly evident in the A/W collections where there was an abundance of Harris Tweed, luxurious cashmeres, hand knitting and major Scottish names competing internationally. Every year we find new gems from the young designer sector, to overseas where we scour the international fashion scene to find Scots doing well."

"The awards are now well established as a benchmark of success and the nominees represent the most definitive list of Scottish fashion players, which is utilised by global fashion editors, buyers, brands and public sector organisations across Scotland and beyond," concluded Hartmann.

For one night only, Scotland will welcome a host of fashion dignitaries with 5 star style. From the VIP arrival at Glasgow Airport, chauffeured by Mercedes-Benz to our most luxurious hotels at Hotel Du Vin group, where the VIP Style House will be located. Think, top hair stylists, leading make-up artists, an array of Swarovski jewels and clutches, whilst sipping Moët & Chandon!

The result will be the continued international education of Scotland's fashion accomplishments and the crowning of a new King of Queen of Scottish fashion!

ENDS APRIL 2011

EDITORS NOTES

OFFICIAL SPONSORS & PARTNERS 2011

MAIN SPONSORS

VOGUE.COM
SWAROVSKI.COM
HERALDSCOTLAND.COM
MARKSANDSPENCER.COM
BRAEHEAD.CO.UK
STRATSTONE.MERCEDES-BENZ.CO.UK
TONIANDGUY.COM
BOBBIBROWN.CO.UK
GLASGOWAIRPORT.COM
CAPITALFM.COM
HOTELDUVIN.COM
MALMAISON.COM
HARTMANNMEDIA.CO.UK

OFFICIAL PARTNERS

HIGHLAND-SPRING.COM
NAILROCK.COM
ORGANICSURGE.COM
MAISONMARTINMARGIELA.COM
MODELTEAM.CO.UK
BELVEDEREVODKA.COM
MOET.COM
SEEGLASGOW.COM