

Scottish Fashion Awards 2011



NEWS RELEASE

THE 6TH ANNUAL SCOTTISH FASHION AWARDS

WEDNESDAY 15TH JUNE 2011

GLASGOW SCIENCE CENTRE

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**SCOTTISH FASHION AWARDS 2011
ANNOUNCE AN EXCLUSIVE
SWAROVSKI CATWALK SHOW AND
STELLAR INTERNATIONAL JUDGING
PANEL AS THEIR CALL FOR ENTRIES IS
LAUNCHED**

GLASGOW, SCOTLAND – MARCH 2011 –
The Scottish Fashion Awards organisers have announced an impressive and stellar line up of judges that will join Scotland's internationally recognised celebration of fashion on Wednesday 15th June in Glasgow, at the futuristic Glasgow Science Centre. Judges include Brian Duffy, (President of Ralph Lauren Europe), Dolly Jones (Editor of Vogue.com), Caroline Rush (CEO British Fashion Council), Natalie Colin (Creative Director Swarovski), Sarah Mower (European Editor US Vogue & Ambassador for Emerging Talent BFC), Sarah Bailey (Deputy Editor of Harpers Bazaar), Paula Reed (Style Director Grazia), Professor Wendy Dagworthy (Head of Fashion & Textiles at RCA, London), and Hilary Alexander (Fashion Director Daily Telegraph), Richard Walker (Sunday Herald & Weekend

Editor), chaired by event founder & producer Tessa Hartmann.

Dolly Jones, Editor of Vogue.com said: "I'm very happy that we are once again working with the Scottish Fashion Awards. Tessa and her team have developed these awards into an unmissable annual event that gets better every year - it gives Scottish fashion talent a deserved place in the limelight and allows us to celebrate the designers whose careers we have been watching since the beginning as they take their place on the international stage."

Judge Sarah Mower added: "All eyes are on Scotland now, not just because of the huge influx of Scottish fashion designers, who are making a mark on the international scene, but because the world has become obsessed with all things crafted traditionally in Scotland. The winter shows have been all about tartan, Scottish cashmere, Harris Tweed, Argyles, hand knitting, kilts, so 2011 is really Scotland's fashion year."

The panel will join a selection of impressive global brands and partners for this 6th annual event, which is now a firm fixture in the global fashion calendar.

Irish beauty and MTV Europe presenter, Laura Whitmore will host the glittering awards ceremony held in the impressive building on the city's Clydeside. The event will take over the entire titanium complex which is a feat of modern architecture, the unique 100m high Glasgow Tower and planetarium for the black tie extravaganza.

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 Natalie Colin and modeled by the Scottish Model of the Year finalists.

"Swarovski is delighted to partner with the Scottish Fashion Awards for a third year," explains Natalie 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."

Attended by global fashion figures, designers and industry leaders, VIP's will celebrate with the Scots in true style on the tartan carpet. Partners include Official Jeweller Swarovski, Official online partner Vogue.com Official Airport BAA Glasgow, Official Scottish media partner The Herald & Times Group, Official Radio Capital FM, Official Make-up Bobbi Brown, Official haircare Toni & Guy, Hotel Du Vin One Devonshire Gardens and Malmaison – Official Hotels, Official Car Mercedes Benz (West of Scotland), the corner stone of British style, high street retailer Marks & Spencer and new for 2011, Braehead, one of Scotland's biggest and best shopping centre's.

Founder and producer of the event Tessa Hartmann said: "It's hard to believe this is our 6th annual event. For a country the size of Scotland, I am absolutely thrilled that this is recognised around the world as one of the key events in the global fashion calendar.

"We have achieved a highly credible international platform to showcase our nations diverse range of fashion innovators and creators. To have this impressive panel and VIP guest list descend upon Scotland for one night is an honour and incredible opportunity for all the nominees. It wouldn't be possible without the support of our generous partners and to them I am most grateful. Given the diversity of the judging panel and guest list, this is not just about showcasing our fashion talents; this is about showcasing a fashionable

Scotland. From our innovative shopping destinations, luxurious hotels, local culture and of course leading style, it's a major platform for Scotland as a nation."

Amongst the 12 awards, which open for entries on 13th March online, organisers have announced a new category for 2011 – 'Fashion Ambassador'. This award will recognise the work of a non-Scottish individual / business, who has made a significant contribution to the promotion of Scottish designers, or Scottish manufacturing or the profile of Scottish fashion around the world.

The evening will take the format of the official awards ceremony, a Gala VIP dinner, Swarovski catwalk show and the Capital FM after party, with exclusive live performances.

As fashion figures begin to make their travel plans to this sought after event, the debate will begin. Who will walk away with Scotland's most coveted fashion crown?

ENDS MARCH 2011

EDITORS NOTES:

CALL FOR ENTRIES - Entrants can download an official entry form for the 2011 awards. Entries must be received by 8th April 2011.

Nominees / short list will be announced on 30th April 2011

IMAGERY - A selection of red carpet, winners and catwalk imagery from previous events available upon request.

There are 12 categories including Scottish Designer of the Year, Graduate of the Year, Textile Brand of the Year, Communicator of the Year and Hall of Fame.

New for 2011 is the 'Fashion Ambassador' award his award recognises the work of a non-Scottish individual / business, who has made a significant contribution to the promotion of Scottish designers or Scottish manufacturing or the profile of Scottish fashion around the world. Entry to this award

is not permitted. The decision is made by the Scottish Fashion Awards. Full category listings available online.

Official launch of 2011 event takes place on 13th March.

For media invitations / further information please contact Jennifer Lee or Karla Andrews at Hartmann Media. karla@hartmannmedia.co.uk or Jennifer@hartmannmedia.co.uk

Chairman / Producer Tessa Hartmann can be contacted on: E. tessa@hartmannmedia.co.uk

For more information please follow our official website from 13th March – www.scottishfashionawards.com
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