

**Scottish
Fashion
Awards
2010**
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VOGUE.COM

EMBARGO – FOR PUBLICATION FROM SATURDAY 8TH MAY 2010

SCOTTISH FASHION STARS TO DESCEND UPON THE ARCHITECTURAL TITANIUM TRIUMPH, AS NOMINATIONS FOR SCOTTISH FASHION AWARDS 2010 ARE UNVEILED.

GLASGOW, SCOTLAND, UK – MAY 2010 – If Giorgio Armani can take over the Guggenheim in New York or if YSL can take over the Centre Pompidou in Paris then the Scottish Fashion Awards can take over the entire Glasgow Science Centre complex for its 5th annual event. Indeed the gleaming titanium crescent overlooking the River Clyde, the unique machinery that is the 100m 'Glasgow Tower' and the 'Planetarium' shall host Scotland's most high profile fashion extravaganza on Sunday 20th June 2010.

With fashion venue's fast becoming as much of a spectacle as the event itself, founder and producer Tessa Hartmann has spared no expense for the 5th anniversary celebrations this year held in host city of Glasgow.

Catwalk stars, major fashion industry figures and celebrities from the official nominee list, which is announced today, will attend the glittering VIP event to collect Scotland's most sought fashion crown!

Sponsored by Vogue.com the nominations were selected from leading figures in fashion and an online nomination system with the finalists being judged later this month by an exclusive panel including Brian Duffy (President of Ralph Lauren Europe), Nathalie Colin (Creative Director Swarovski, Paris), Designer Amanda Wakeley, Dolly Jones (Editor of Vogue.com), Brigitte Stepputis (Head of Couture Vivienne Westwood) and Professor Wendy Dagworthy (Head of Fashion & Textiles at the Royal College of Art, London) to name but a few.

With the Scottish Fashion Awards now officially included on the Swarovski Red Carpet Calendar, the brand will return again this year as 'Official Jeweller' to add a dash of sparkle to the awards with Creative Director Nathalie Colin back in her role as an Official Judge.

Swarovski will once again accessorize celebrities and fashionistas in attendance for the evening, with glistening jewels and sophisticated clutches from its new 'Statement' and Autumn Winter Fashion Collections.

Previously seen accessorizing the stars for the red carpet at the 82nd Annual Academy Awards, Swarovski's new Statement Collection offers evening bags that have so far been exclusively reserved for actresses appearing at the film industry's biggest international events. "For this season I wanted bags with a real red carpet feel, combining Swarovski's

expertise with classic crystal, sophisticated colours and pure forms," explains Creative Director and SFA Judge, Nathalie Colin.

The awards, presented by LA based fashion personality Louise Roe, will honour 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.

THE 2010 NOMINATIONS ARE:

Scottish Designer of the Year sponsored by Vogue.com

Jonathan Saunders

Graeme Black

Christopher Kane

Clare Waight Keller for Pringleof Scotland

Pam Hogg

Scottish Young Designer sponsored by Glasgow: Scotland with Style

Holly Fulton

Graeme Armour

Henrietta Ludgate

Rachel Barrett

Louise Gray

Iona Crawford

Accessory Designer sponsored by Swarovski

William Chambers

Bebaroque

Tartan Twist

Janet Eagleton

Keira Thorley

Scottish Fashion Retailer sponsored by Forth Wines

Cruise

Jane Davidson

Pam Jenkins

Boudiche

ROX

Doll Boutique

Scottish Textile Brand sponsored by The Herald

Angela Cassidy

DS Dundee

Lyle & Scott

Roam

Begg Scotland

ICON - SPONSORED BY GALAXY RADIO (ON-LINE PUBLIC VOTE)

George Lamb

Karen Gillan

Tilda Swinton

Alex Gardner

Simon Neil

Isla Fisher

Gerard Butler

Sharleen Spiteri

Paolo Nutini

Amy MacDonald

Scottish Communicator sponsored by BAA GLASGOW

Eilidh MacAskill

Stacey Duguid

Kingdom of style blog

E-Tautz-Patrick Grant

Joe McKenna

Scottish Graduate sponsored by Marks and Spencer

Odette Valentine-London College of Art

Ingrid Garrioch-Grays School of Art

Nadia Scullion-Edinburgh College of Art

Jeff Sweeney-Edinburgh College of Art

Scottish Model sponsored by Toni & Guy

Amanda Hendrick-Model Team, Glasgow

Lisa Omand-Model Team, Glasgow

Amy Newlands –Superior Agency, Glasgow

Stephanie Willemse –Superior Agency, Glasgow

Nicola Mimnagh -Model Team, Glasgow

Kate Purdie–Stolen Agency Edinburgh

International Designer of the Year sponsored by Mercedes-Benz West of Scotland

Markus Lupfer

Peter Jensen

Rodarte

Hall of Fame Recipient 2010 - Sponsored by Hotel du Vin Group (To be announced on the night).

Dolly Jones, Editor of Vogue.com and judge said: "It is great to see Scottish talent receiving its rightful recognition. Some of British fashion's brightest talents hail from Scotland and the success of this ongoing event is a deserved celebration of that. This year looks like the most exciting yet - the 5th anniversary and the incredible new venue make it an iconic celebration that we are pleased to be part of."

The Scottish Fashion Awards experience will begin for VIP's as soon as they land on the first runway – BAA Glasgow Airport. The airport will initiate a dignitary arrival service for all VIP's with Mercedes Benz West of Scotland providing chauffeur transfers to our 5 star hotel partner, Hotel Du Vin Group, with VIP's staying across their properties at One Devonshire Gardens Hotel and boutique hotel Malmaison, Glasgow.

House 5 of One Devonshire Gardens will be the official style suites for the event housing a variety of 'Oscar' style treats such as accessories from Official Jeweller Swarovski, Haircare by Toni & Guy, make up by Bobbi Brown and a champagne bar courtesy of Forth Wines. It will be a hub of fashionable faces that have flown in from around the world for this glamorous occasion.

At 7pm VIP's will take to the now legendary 'tartan red carpet' for a Champagne reception. After the awards ceremony, which will take place in the Imax theatre on site at the Glasgow Science Centre, VIP guests will indulge in a fine dining experience with the gala dinner followed by an exclusive runway show to close the formal proceedings. (Organisers' will release details of the anniversary runway show in June, presented by a global fashion brand and tipped to be the highlight of the event). Galaxy Radio will host the VIP after party with celebrity DJ's and a special live performance from Scotland's hottest new music act, Alex Gardner.

Tessa Hartmann founder and producer said: "Although these awards take place on just one night of the year, their impact and contribution to the Scottish fashion market place resounds across the globe for an entire year. International fashion bibles, broadcast new stations now view this event as the voice of authority for Scottish fashion, which is a wonderful achievement and something that we are very proud of.

This 5th anniversary nomination list is a reflection of the incredible wealth of talent Scotland possesses, each nominee contributing to this valuable industry sector in various continents and countries.

Each year we aim to celebrate not only our Scottish fashion designers but also celebrate a fashionable Scotland. I am totally indebted to our wonderful sponsors and partners for their continued support. Ladies – get your best frocks ready, this year is going to be a biggie."

With Scotland's leading quality newspaper The Herald as an official media partner, they will be bringing exclusive coverage of the event by profiling the nominees in the lead up to the event, plus the production of a commemorative 16 page report after the big night! So, if you aren't lucky enough to have one of the sought after VIP tickets, you can follow VOGUE.COM and The Herald for exclusive reports! Scottish fashion has never been so hot!

ENDS MAY 2010

* *Caledonista* • noun informal 1 a Scottish designer of haute couture. 2 a devoted

follower of Scottish fashion.

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EDITORS NOTES

- Scottish Fashion Awards model imagery from last 4 years is available for print. Can be supplied via email or CD.
- High fashion imagery available from a SFA shoot featuring Christopher Kane, Jonathan Saunders, Holly Fulton, Louise Gray, William Chambers and Henrietta Ludgate.
- The Scottish Fashion Awards are owned and produced by the Hartmann Media Ltd, an award winning marketing & communications agency that has specialized in fashion, lifestyle, beauty & entertainment for over 14 years.
- Please refer to www.scottishfashionawards.com for further information, judge's biographies, and sponsor biographies. The site also contains diary dates, media registration and a picture gallery from previous events. For interviews with designers, judges & quotes please contact Hartmann Media.

SPONSORS: (For more information log on to www.scottishfashionawards.com for sponsor biographies).

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MEDIA CONTACT: TESSA HARTMANN OR KARLA ANDREWS, HARTMANN MEDIA LTD

- Producer / Founder - Tessa Hartmann - tessa@hartmannmedia.co.uk
- PR / Media - Karla Andrews - karla@hartmannmedia.co.uk
- Event Management - Jennifer Lee - Jennifer@hartmannmedia.co.uk
- T. 01236 826666 or 01236 826555
- M. 07785 285242
- www.scottishfashionawards.com