

APPAREL AND ACCESSORIES

## Swarovski backs future fashion talent with \$389K pledge

August 10, 2017



*Karlie Kloss for Swarovski's Brilliant Inspiration campaign. Image credit: Swarovski*

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By STAFF REPORTS

Precision-cut crystal maker Swarovski is ensuring that the next generations of fashion designers have the means to study with a donation to the British Fashion Council's Education Foundation.

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Ahead of the brand's sponsorship of the BFC-produced The Fashion Awards 2017, the main fundraiser for the Education Foundation, Swarovski is kicking off the effort by giving 300,000 pounds, or about \$389,000.

"An essential part of Swarovski's mission is to nurture young designers and invest in the next generation of fashion talent," said Nadja Swarovski, member of the Swarovski executive board, in a statement. "Our mission aligns brilliantly with the British Fashion Council and The Fashion Awards, as these awards are both a celebration of the best in global fashion, and a vital platform to raise funds for the BFC's Education Foundation.

"Young designers are the heartbeat of our business, and it's up to all of us to foster and champion their visions to keep our industry thriving," she said.

### **Fashion's future**

Swarovski is a long time partner of The Fashion Awards. This year, the event will take place on Dec. 4 at The Royal Albert Hall.

The Fashion Awards honor individuals from the U.K. and beyond who have impacted the field of fashion. Categories award menswear and women's wear designers, both established and emerging, along with recognizing the top business leader, designer, model and urban luxury brand of the year.

Other awards given out honor an innovator, outstanding achievement and an individual who enacted positive change.

Besides principal sponsor Swarovski, American Express is presenting sponsor, while Mercedes-Benz is official sponsor of the event.



*The Fashion Awards 2016 ceremony. Image courtesy of British Fashion Council, photo by Zoe Lower*

Last year, the ticketed event raised 700,000 pounds, or about \$908,000, for the Education Foundation. Of this, 300,000 pounds was given to the Education Foundation, with funds going to scholarships for fashion students at the undergraduate and graduate levels.

"Last year we set the goal of raising 10 million pounds in 10 years to educate talented young people," said Dame Natalie Massenet, chairman of the British Fashion Council. "The resounding success of last year's Awards, as a spectacular gala to honor so many incredible individuals and also as a fundraiser, reinforces that this is a target that the industry supports."

Swarovski positions its brand within the fashion industry through partnerships and creative collaborations.

The crystal maker touted the fashionable possibilities of its elements with a personality-driven effort.

Swarovski's "Brilliant Inspiration" campaign, launched last September, features eight portraits of style influencers captured by photographer Tim Walker with poses and props that allow their unique vision to come through. Rather than focusing on Swarovski's completed jewelry or accessories, this campaign promotes its loose crystal business, speaking to the brand's potential as a partner to design ([see story](#)).

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