

MIUCCIA PRADA HONOURED WITH THE OUTSTANDING ACHIEVEMENT AWARD AT THE FASHION AWARDS 2018 IN PARTNERSHIP WITH SWAROVSKI

Milan, 11 December 2018 – On December 10, at the prestigious Royal Albert Hall in London, Miuccia Prada received the Outstanding Achievement Award, presented by the British Fashion Council, for her outstanding contribution to the global fashion industry.

The Outstanding Achievement Award celebrates the overwhelming creative contribution of an individual to the fashion industry, who throughout their career has constantly shaped and reshaped the fashion world through their innovation and creativity.

The British Fashion Council chose Miuccia Prada for her original and pioneering approach and her capacity from the start of blending multiple creative disciplines including fashion, art, architecture and film as well as for her unique and extraordinary vision of fashion.

Miuccia Prada declared: *‘I am so happy to be here because more and more I feel part of this community. For all of us who work in fashion, I think we have to feel the responsibility of defending human rights and freedom that in this moment are in danger. I want to thank you all for the many messages of love and respect I have received, and I want to send the love back to you all. Thank you also to all of the people that I work with for their passion, intelligence and talent.’*

Actress Uma Thurman and film director Steve McQueen presented the award to Miuccia Prada.

The Fashion Awards is the main fundraiser for the British Fashion Council (BFC), a not for profit organisation focused on promoting excellence in British fashion and supporting the future pipeline of creative talent. The BFC’s work is achieved through a range of charitable initiatives, which focus on education, business, and mentoring schemes that support talent from school level and emerging designers to fashion start-ups and established brands

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