

SWAROVSKI

2011 CFDA FASHION AWARDS PRESENTED IN NEW YORK

SWAROVSKI UNDERWRITES THE EVENT FOR THE TENTH YEAR RUNNING



Robert Geller, Eddie Borgo & Prabal Gurung



Robert Geller, Nadja Swarovski, Eddie Borgo, Karolina Kurkova, & Prabal Gurung

New York, NY, June 7, 2011 – The Council of Fashion Designers of America (CFDA) last night paid tribute to the winners and honorees of the **2011 CFDA Fashion Awards** at Alice Tully Hall, Lincoln Center. CNN anchor **Anderson Cooper** was host for the evening. The Womenswear Designer of the Year honors went to **Jack McCollough & Lazaro Hernandez for Proenza Schouler** presented by **Naomi Watts**. The award for Menswear Designer of the Year was presented by **Gerard Butler** to **Michael Bastian**. **Alexander Wang** took home the Accessory Designer of the Year Award, presented by **Iris Apfel**.

For the tenth year in a row, the evening was underwritten by **Swarovski**. **Karolina Kurkova** presented the three **Swarovski Awards**, which honor and recognize emerging talent. The Swarovski Award for Womenswear was given to **Prabal Gurung**; the Swarovski Award for Menswear was presented to **Robert Geller**; and the Swarovski Award for Accessory Design went to **Eddie Borgo**. Recipients in each category will receive financial support as well as exposure to the company's vast and innovative crystal products and applications for fashion.

In celebration of Swarovski's decade of supporting the CFDA Fashion Awards, 21 past recipients of the Swarovski Awards for emerging talent, now top names in the industry, appeared on the stage to honor Swarovski's nurturing of young American designers. During the tribute, Diane Von Furstenberg, president of the CFDA, was on hand personally to bestow Nadja Swarovski with a dazzling Swarovski crystal-embellished Trova Award, handcrafted especially for her by designer Philip Crangi.

The **Geoffrey Beene Lifetime Achievement Award** was presented to **Marc Jacobs** by **Sofia Coppola** for his consistent, creative influence on fashion. The closing segment of the Awards included a career retrospective followed by a live presentation of looks from his Fall 2011 collection shown on models who appeared on a custom-built stage by Tony Award-winning set designer **Scott Pask**.

Lady Gaga, who was accompanied by her parents **Joseph** and **Cynthia Germanotta**, was the recipient of **The Fashion Icon Award**, given by **Stephen Gan** of *Harper's Bazaar*, *Visionaire*, and *V Magazine*. **Phoebe Philo** of **Céline** was recognized with this year's **International Award** presented by **Kanye West**. **Jessica Alba** presented **Hal Rubenstein** of *InStyle* with **The Founder's Award**, established in memory of CFDA founder Eleanor Lambert. The **Media Award** for excellence in journalism, originally created in honor of Eugenia Sheppard, was presented to **Hilary Alexander** of *The Telegraph* by **Michael Kors**. Photographer **Arthur Elgort** was bestowed the **Board of Directors' Special Tribute Award**, presented by *Vogue's* **Grace Coddington** for his indelible contribution to fashion over the years.

"These Awards not only honor the best talents in fashion," said CFDA President Diane von Furstenberg. "The evening is also a testament to the influence of the CFDA and its efforts to help the industry."

"The spirit of American fashion was evident at The CFDA Fashion Awards," said CFDA Executive Director Steven Kolb. "Tonight we came together as an industry in support of each other."

"Tonight marks a thrilling moment in the life of all of the winners and honorees, who have each displayed extraordinary dedication and accomplishment in their craft. Swarovski eagerly looks forward to watching a brilliant future unfold for each Swarovski Award winner, and we are delighted to be involved in their journey toward achieving fashion greatness," said **Nadja Swarovski**, Vice President of International Communications, Swarovski.

In addition to the nominees and honorees, some of the most influential names in American fashion were in attendance including CFDA President **Diane von Furstenberg**, **Adam Kimmel**, **Adam Lippes**, **Aerin Lauder**, **Alejandro Ingelmo**, **Alexander Wang**, **Alexis Bittar**, **Ashley Olsen**, **Aymeline Valade**, **Behati Prinsloo**, **Betsey Johnson**, **Brad Goreski**, **Chanel Iman**, **Chloe Sevigny**, **Chris Benz**, **Cynthia Rowley**, **Daphne Guinness**, **David Neville**, **Derek Lam**, **Donna Karan**, **Doutzen Kroes**, **Eddie Borgo**, **Erin Fetherston**, **Francisco Costa**, **Georgina Chapman**, **Guinevere Van Seenus**, **Inez Van Lamsweerde**, **Italo Zucchelli**, **Jack McCollough**, **Jason Wu**, **Jeff Halmos**, **Jenna Lyons**, **Joseph Altuzarra**, **Kenneth Cole**, **Keren Craig**, **Lazaro Hernandez**, **Lisa Mayock**, **Liya Kebede**, **L'Wren Scott**, **Maggie Rizer**, **Marc Jacobs**, **Marcus Wainwright**, **Mary-Kate Olsen**, **Michael Bastian**, **Michael Kors**, **Miranda Kerr**, **Nadja Swarovski**, **Nicole Miller**, **Pamela Love**, **Patrick Robinson**, **Patrik Ervell**, **Phillip Lim**, **Prabal Gurung**, **Rachel Roy**, **Reed Krakoff**, **Richard Chai**, **Richard Lambertson**, **Robert Geller**, **Sam Shipley**, **Sessilee Lopez**, **Simon Spurr**, **Sophie Buhai**, **Sophie Theallet**, **Stan Herman**, **Steven Kolb**, **Tory Burch**, **Tracy Reese**, **Vera Wang**, **Vinoodh Matadin**, **Yeohlee Teng**, **Waris Ahluwalia**, **Yigal Azrouël**, and **Zac Posen**.

They joined VIP's such as host **Anderson Cooper**, **Amber Heard**, **Ashley Greene**, **Carla Gugino**, **Chloe Sevigny**, **Ebon Moss-Bachrach**, **Estelle**, **Gerard Butler (Menswear Presenter)**, **Jessica Alba (Founders Presenter)**, **Joy Bryant**, **Kanye West (International Award Presenter)**, **Kathy Griffin**, **Katie Cassidy**, **Kelly Rowland**, **Kerry Washington**, **Lady Gaga**, **Leelee Sobieski**, **Leigh Lezark**, **Liv Tyler**, **Lucy Liu**, **Matt Bomer**, **Naomi Watts (Womenswear Presenter)**, **Nate Berkus**, **Russell Simmons**, **Shenae Grimes**, **Sofia Coppola (Geoffrey Beene Lifetime Achievement Award Presenter)** and **Thomas Mars**.

Glitterbox Floor Lamps and Lanterns by Georg Baldele for **Swarovski Crystal Palace** created a sparkling backdrop during arrivals and cocktails at Alice Tully Hall, as well as in the outdoor Swarovski Terrace, whilst a custom-made **Swarovski** crystal-encrusted podium added extra sparkle on stage this year.

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About Swarovski:

In 1895, Daniel Swarovski, a Bohemian inventor and visionary, moved to the village of Wattens, Tyrol in Austria, with his newly-invented machine for cutting and polishing crystal jewelry stones. From this beginning that revolutionised the fashion world, Swarovski has grown to be the world's leading producer of precision-cut crystal for fashion, jewelry and more recently lighting, architecture and interiors. Today, the company, still family-owned and run by 4th and 5th generation family members, has a global reach with some 23,000 employees, a presence in over 120 countries and a turnover in 2010 of 2.06 billion Euros. Swarovski comprises two major businesses, one producing and selling loose elements to the industry and the other creating design-driven finished products. Swarovski crystals have become an essential ingredient of international design. Since 1965 the company has also catered to the fine jewelry industry with precision-cut genuine and created gemstones. Showing the creativity that lies at the heart of the company, Swarovski's own brand lines of accessories, jewelry and home décor items are sold through more than 1,900 retail outlets worldwide. The Swarovski Crystal Society has close to 325,000 members across the world, keen collectors of the celebrated crystal figurines. And in Wattens, Swarovski Kristallwelten, the multi-media crystal museum, was opened in 1995 as a celebration of Swarovski's universe of innovation and inspiration.