



2009 CFDA FASHION AWARDS PRESENTED IN NEW YORK

KATE & LAURA MULLEAVY FOR RODARTE WIN TOP PRIZE

EVENING GENEROUSLY UNDERWRITTEN BY SWAROVSKI

AWARDS HELD AT NEW VENUE AT ALICE TULLY HALL AT LINCOLN CENTER



From the left: Nadja Swarovski, Tim Hamilton, Alexander Wang, Justin Giunta , Blake Lively

New York, NY, June 16, 2009 – Last night, the Council of Fashion Designers of America (CFDA) paid tribute to the winners and honorees of the **2009 CFDA Fashion Awards** at Alice Tully Hall, Lincoln Center. This year's Awards were hosted by comedian **Tracey Ullman**. The honors went to **Kate & Laura Mulleavy for Rodarte** for Womenswear Designer of the Year, presented by **Diane Kruger**. There was a tie for Menswear Designer of the Year, which was presented by **Jimmy Fallon**: **Scott Sternberg for Band of Outsiders** and **Italo Zucchelli for Calvin Klein Collection**. **Jack McCollough & Lazaro Hernandez for Proenza Schouler** took home the Accessory Designer of the Year Award, presented by **Kerry Washington**.



First Lady Michelle Obama was honored with the **Board of Directors' Special Tribute Award** by CFDA president **Diane von Furstenberg** for her support and commitment to American designers. "The ingenuity and craftsmanship of American designers contributes so much to our economy and to our culture," said Mrs. Obama in a taped message sent from the White House. "To both legends and the future legends, I am honored to celebrate your craft with you tonight. And on behalf of men and women everywhere, I want to thank you all for making fashion liberating, inspiring, but of all, fun."

Blake Lively presented all three **Swarovski Awards** which were generously underwritten by **Swarovski** for the eighth year in a row. The Swarovski Award for Womenswear was given to **Alexander Wang**; The Swarovski Award for Menswear was presented to **Tim Hamilton**; and The Swarovski Award for Accessory Design went to **Justin Giunta for Subversive Jewelry**. Recipients in each category will receive generous financial support from the company as well as exposure to the company's vast and innovative CRYSTALLIZED™ *Swarovski Elements*.

The **Geoffrey Beene Lifetime Achievement Award** was presented to **Anna Sui** by musician **Jack White** of the **White Stripes**. Prior to her acceptance, a group of 36 models appeared onstage in front of a dramatic Swarovski beaded curtain constructed 30,000 number of jet crystals custom-designed by Tony Award-winning set designer **Scott Pask**.

Marc Jacobs for **Louis Vuitton** was recognized with this year's **International Award** presented by **Antoine Arnault** and **Robert Duffy**. The **Eleanor Lambert Award** was presented to GQ Creative Director **Jim Moore** by **Justin Timberlake**. *WWD's* **Edward Nardoza** was honored with the **Eugenia Sheppard Award** for excellence in journalism, presented by **Patrick McCarthy**, Editorial Director of *W* and *WWD*.

As part of the CFDA's commitment to design education, the **Geoffrey Beene Design Scholar Niloufar Mozafari** and the **CFDA/Teen Vogue Scholarship** (in partnership with **Target**) recipient **Rachel Brown** were recognized onstage by CFDA executive director **Steven Kolb**.

This year also marked the first ever **Popular Vote Award** sponsored by **L'Oréal Paris**. Through a website hosted by *wwd.com*, the public was given the opportunity to vote for its favorite fashion designer. An overwhelming number of votes were cast. The winner of the **Popular Vote Award** was **Ralph Lauren**.

In addition to the nominees and honorees, some of the most influential names in American fashion were in attendance including **Diane von Furstenberg**, **Behnaz Sarafpour**, **Brian Atwood**, **Cynthia Rowley**, **David Chu**, **David Neville**, **Donna Karan**, **Doo-Ri Chung**, **Elie Tahari**, **Erin Fetherston**, **Esteban Cortezar**, **Francisco Costa**, **Gilles Mendel**, **Jeff Halamos**, **John Bartlett**, **John Fairchild**, **John Truex**, **John Whitley**, **Kenneth Cole**, **Marcus Wainwright**, **Maria Cornjeo**, **Michael Kors**, **Patrick**



Robinson, Peter Som, Phillip Lim, Ralph Lauren, Reed Krakoff, Richard Chai, Richard Lambertson, Rogan Gregory, Sam Shipley, Stan Herman, Thom Browne, Tory Burch, Tracy Reese, Vivienne Tam, Yeohlee Teng, and Zac Posen. They joined VIP's such as **Ashley Olsen, Barry Diller, Bernadette Peters, Bradley Cooper, Bruce Weber, Carmen Dell'Orefice, Claire Danes, Daphne Guinness, Emmanuelle Chriqui, Heidi Klum, Julia Restoin-Roitfeld, Joshua Jackson, Kirsten Dunst, Lake Bell, Mamie Gummer, Molly Sims, Nate Berkus, Olivia Palermo, Padma Lakshmi, Rachel Zoe, Simon Doonan, Tallulah Willis, Taylor Lautner, Whitney Port, and Zoe Saldana.** Models included **Anja Rubik, Coco Rocha, Doutzen Kroes, Dree Hemingway, Hilary Rhoda, Liya Kebede,** and **Suvi Kuvonen.**

As guests entered Alice Tully Hall, they were greeted by an assemblage of sixty models staged across the grand outdoor staircase in front of the atrium; each model wearing a design by the three nominees for the Womenswear Designer of the Year Award.

Of the ceremony, CFDA Executive Director **Steven Kolb** said, "All those recognized at the CFDA Fashion Awards push the creative boundaries and again confirm American fashion's dominance in innovation and talent on the world's stage."

"Swarovski is honored to have been a part of such an incredible evening," said **Nadja Swarovski**, Vice President of International Communications. "We send our most sincere congratulations to all the honorees and winners. In keeping with Swarovski's commitment to fostering fashion's brightest emerging stars, we are especially thrilled to be working with this year's Swarovski Award winners."

KCD produced the event, and the journal and graphics were designed by Trey Laird of **Laird + Partners.** The stage and set design were created by **Scott Pask.**

Nominees, honorees, and winners were determined by a selection committee comprised of CFDA members, leading fashion journalists, stylists, and top retail executives. **Ernst & Young LLP** was the official accounting firm of the Awards.

Additionally, the CFDA would like to acknowledge the companies that added to the success of this year's event:

Official airline: **Continental Airlines**

Official hotel: **The Waldorf-Astoria**

Official water: **FIJI**

Official champagne: **Moet & Chandon**



The winners and honorees of the **2009 CFDA Fashion Awards:**

Womenswear Designer of the Year

Kate & Laura Mulleavy for Rodarte

Menswear Designer of the Year (TIE)

Italo Zucchelli for Calvin Klein Collection and Scott Sternberg for Band of Outsiders

Accessory Designer of the Year

Jack McCollough and Lazaro Hernandez for Proenza Schouler

Swarovski Award for Emerging Talent Womenswear

Alexander Wang

Swarovski Award for Emerging Talent Menswear

Tim Hamilton

Swarovski Award for Emerging Talent Accessory Design

Justin Giunta for Subversive

Geoffrey Beene Lifetime Achievement Award

Anna Sui

International Award

Marc Jacobs for Louis Vuitton

Eugenia Sheppard Award for Fashion Journalism

Edward Nardoza, Editor-in-Chief, *Women's Wear Daily*

Eleanor Lambert Award

Jim Moore, Creative Director, GQ

Board of Directors' Special Tribute

First Lady Michelle Obama

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The Council of Fashion Designers of America, Inc. (CFDA) is a not-for-profit trade association whose membership consists of more than 340 of America's foremost fashion and accessory designers. CFDA Foundation, Inc. is a separate not-for-profit organization, which was organized to raise funds for charity and industry activities. For more information, visit www.cfda.com.

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In 1895, Daniel Swarovski I, a Bohemian inventor and visionary, moved to the village of Wattens, Tyrol in Austria, with his newly-invented machine for cutting and polishing crystal jewellery 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, jewellery and more recently lighting, architecture and interiors. Today, the company, still based in Wattens, family-owned and run by 4th and 5th generation family members, has a global reach, with some 26.000 employees, a presence in over 120 countries and a turnover in 2008 of 2.52 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 crystal components, known by their product brand names CRYSTALLIZED™ - Swarovski Elements for fashion and STRASS® Swarovski® Crystal for architecture and light, have become an essential ingredient of international design. Since 1965 the company has also catered to the fine jewellery industry with precision-cut genuine and created gemstones, and from April 2008 has strengthened this relationship by revitalising and renaming the product brand ENLIGHTENED™ - Swarovski Elements. Showing the creativity that lies at the heart of the company, Swarovski's own-brand lines of accessories, jewellery and home décor are sold through more than 1,600 retail outlets in all major fashion capitals. The exclusive Daniel Swarovski accessories collection has meanwhile become the company's couture signature. The Swarovski Crystal Society has close to 350,000 members worldwide, 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. The Swarovski corporation also includes Tyrolit®, manufacturing grinding tools, Swareflex, for road safety reflectors and Swarovski Optik, producing precision optical instruments.