

Donatella Versace to receive Fashion Icon Award

By [Barbara Santamaria](#) - December 1, 2017

The British Fashion Council will be paying homage to Italian fashion designer Donatella Versace and her role in protecting the fashion legacy of brother Gianni Versace at this year's Fashion Awards.





Donatella Versace - Photo: BFC

Chosen for her determination and persistence to maintain the brand her brother created, 20 years after his death, Donatella Versace will be honoured with the Fashion Icon Award.

She started her career by Gianni's side as his right hand and inspiration, and took up the role of artistic director for the brand following his untimely passing in 1997. She has since then managed to take the brand to a new, iconic level, gaining recognition through her creative direction but also because of her support of emerging talent.

Some of the support initiatives she has led include the Central Saint Martins 20:20 Fashion Fund and the recently announced Gianni Versace Scholarship. The designer has also collaborated with leading new talent in the UK including Christopher Kane, Jonathan Anderson and Michael Halpern.

The recognition marks an important year for the Versace brand, with milestones including a collaboration with Lady Gaga for the Super Bowl, a homage to Prince at the SS17 menswear show and a tribute to brother Gianni's vision at the SS18 show.

Donatella Versace commented: "For 40 years my brother and I have done what we love and that is a legacy I am honoured to continue and uphold. We have celebrated empowerment, joy and of course glamour. We have championed a community of people who share our values and together with them have created truly iconic images in the world of fashion. I am truly humbled by how Versace has been embraced across the decades, across the world and across the generations."

Natalie Massenet, Chairman of the BFC added: “Donatella Versace is an exemplary woman and designer who has shaped the global fashion industry with her vision for Versace. She has shown incredible strength and dedication to the industry and has continued her brother’s legacy through her remarkable work. What I admire the most about her is her ability to make women look and feel powerful. I could not imagine a better recipient of this award, especially as this year marks such an important date for Versace.”

The Italian personality will receive the Fashion Icon Award at the 2017 Fashion Awards, taking place at the Royal Albert Hall in London on 4 December.

Other designers receiving awards at the event will include Stella McCartney, who will be honoured with the Special Recognition Award for Innovation and Maria Grazia Chiuri with the Swarovski Award for Positive Change.

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