

## British Fashion Council & Pandora Unveil Revamped Cultural Award

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The British Fashion Council (BFC) and Pandora have renewed their partnership for The Fashion Awards 2025, continuing a collaboration that began in 2023. Pandora remains the Principal Partner of the event, which celebrates creativity and innovation while raising vital funds for the BFC Foundation to support new fashion talent.

This year, the Pandora Award is being reimagined to focus more on cultural influence and community impact rather than solely on styling achievements. This shift is designed to recognize individuals and brands whose work shapes not only fashion aesthetics but also the social and cultural landscape.

The 2025 theme, “The Power of Community,” will bring together global industry leaders and emerging creatives, reinforcing the event’s role as the BFC’s primary annual fundraiser. The BFC Foundation uses proceeds to fund education, mentoring, and support for up-and-coming designers.

Pandora’s ongoing involvement reflects its commitment to sustainability and responsible innovation. The brand has made significant strides by introducing lab-grown diamonds, using 100% recycled silver and gold, and promoting jewellery as a medium of self-expression.

Caroline Rush, Chief Executive of the BFC, said:

“We are thrilled to welcome Pandora back as Principal Partner. Their commitment to craftsmanship, creativity, and innovation makes them an ideal collaborator. Together, we aim to deliver a meaningful and memorable celebration of fashion.”

Berta de Pablos-Barbier, Chief Marketing Officer at Pandora, added:

“We are honoured to continue our partnership with the BFC. Fashion and jewellery are both powerful forms of self-expression, and this collaboration aligns perfectly with our mission to give a voice to people’s loves.”

The Fashion Awards 2025 will take place on 1 December 2025 at London’s Royal Albert Hall, celebrating not only design excellence but also the deeper cultural role of fashion in shaping communities.