



DAME SHIRLEY BASSEY HONOURED WITH STYLE HALL OF FAME AT INAUGURAL JERSEY STYLE AWARDS

Jersey, Channel Islands, 24th June 2017 — Winners of the inaugural Jersey Style Awards in association with Chopard were revealed at a glittering red carpet gala on Saturday night in the Channel Islands. A high profile list of honouree's including Dame Shirley Bassey who was inducted into the 'Style Hall of Fame', designer Julien Macdonald OBE who was the recipient of 'Designer of the Year', 'Beachwear Designer of the Year' went to Melissa Odabash and supermodel Jacey Elthalion claimed 'Style Icon'. Local property tycoon Sir David Kirch who has given away £100m to charity was honoured as 'Philanthropist of the Year'. Eleven local businesses across tourism, culture, arts and retail were also honoured at the prestigious ceremony.

The event's theme was to celebrate and honour the island's wealth of culinary, art, retail, leisure, style and heritage organisations from the people who shape its character, personality and individuality as one of the best kept secrets in the British Isles.

Dame Shirley Bassey and the celebrities arrived on island courtesy of Gama Aviation who flew in the stars from London in a private jet for the red carpet extravaganza with Porsche Centre Jersey providing the cars. Other local partners included Visit Jersey, Locate Jersey, Economic Development Tourism Sport and Culture Department, Genuine Jersey, Fine and Country Jersey, Champagne Devaux, Dunell's Premier Wines, Dewars, Lanique and Mark Howe Flowers.

The Swiss jeweller and watchmaker Chopard treated VIP guests to an exclusive exhibition in collaboration with Hettich Jewellers. Exquisite jewels were presented in a floral pop up designed by local creative Mark Howe. Elegant, floral cabinets showcased their most famous collections: Gentlemen had the opportunity to admire watches from the Classic Racing collection, among them the famous Mille Miglia watches, as well as watches from the L.U.C collection featuring in-house calibres made in the Chopard Manufacture in Fleurier. For ladies, Chopard presented pieces from their iconic Happy Diamonds collection, featuring the famous mobile diamonds, as well as jewellery watches from the L'Heure du Diamant collection. Guests also had the chance to contemplate Haute Joaillerie pieces from the Precious Chopard collection.

A surprise performance came from multi award winning singer/songwriter Professor Green, who performed a set to the international audience at the official after party. Deputy Murray Norton, Assistant Minister, Government of Jersey said; "This event has been an incredible platform to showcase the best of what Jersey has to offer on a cultural, artistic and stylish level. We are so honoured to have such esteemed guests on our shores and I think the winners showcase that Jersey can indeed punch above its weight globally in delivering first class cuisine, visitor and cultural attractions and luxury adventure."

Other glamorous guests included singer Tallia Storm, Betty Bachz, host and top model Christian Arno and an

abundance of industry leaders.

2017 Winners

1. Fine Dining Restaurant of the Year - **Ormer Restaurant**
2. Casual Dining Restaurant of the Year - **Jersey Crab Shack**
3. High Street Retailer of the Year - **Voisins**
4. Independent Retailer of the Year - **Elizabeth Howell**

Lifestyle Boutique

5. Visitor Attraction of the Year - **Jersey Zoo**
6. Cultural Attraction of the Year - **Jersey War Tunnels**
7. Hotel of the Year - **Longueville Manor**
8. Boutique Hotel/Guest Accommodation of the Year - **Old Court House**

9. Active and Sports Experience Brand of the Year - **Jersey Seafaris**

10. Spa and Wellbeing Brand of the Year - **Spa Sirene at The Royal Yacht**

11. Tastemaker of the Year - **Matt Porteous, Photographer**

12. Philanthropist of the Year - **Sir David Kirch**

13. Style Icon of the Year – **Jacey Elthalion**

14. Beachwear Designer of the Year – **Melissa Odabash**

15. Womenswear Designer of the Year – **Julien Macdonald**

OBE

16. Style Hall of Fame – **Dame Shirley Bassey**

EDITORS NOTES

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HIGH RES IMAGERY

— ENDS —

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Chopard

Passion for excellence

Louis-Ulysse Chopard founded his own workshop in 1860 in Sonvillier, the Swiss Jura. Since 1963 Chopard is owned by the Scheufele family and its headquarters are located in Geneva. Internationally renowned for its watch and jewellery creations, the Group today employs over 2000 people worldwide. It is independent and vertically very integrated, controlling the entire process from design to distribution through 1500 points of sale and more than 160 dedicated boutiques. Over 30 different crafts are practised in three manufacturing sites with a strong emphasis on in-house training. Chopard has built its reputation on iconic collections such as "Happy Diamonds", "Happy Sport" and "Mille Miglia". The firm is also highly recognised for its High Jewellery creations and fine watchmaking and manufacture expertise, expressed in the L.U.C collection. Chopard is a faithful partner of the Cannes International Film Festival and legendary classic car events, such as the Mille Miglia in Italy and the Grand Prix de Monaco Historique.

According to two of its fundamental values, respect and social responsibility, Chopard is strongly committed to various philanthropic organisations. In 2013, Chopard launched "The Journey"; a multi-year programme deepening its commitment to sustainable luxury, by sourcing from businesses that are demonstrably committed to responsible, ethical, social and environmental practices.