



## CHOPARD AND INTERNATIONAL TASTEMAKERS ANNOUNCED FOR THE INAUGURAL JERSEY STYLE AWARDS

**Jersey, Channel Islands, 28th April 2017** — Luxury jeweller Chopard has been revealed as the headline partner to the inaugural Jersey Style Awards that will take place on the island on the 24th June 2017.

This new and exciting red carpet black tie gala will shine an international spotlight on the local tourist economy, lifestyle, arts & culture and style from the magnificent jewel in the British Isles. Showcasing Jersey as one of the most stylish and sought after destinations in the world, the award ceremony will honour, nurture and recognise the local businesses, people and places and will salute international tastemakers and fashion's most stylish celebrities as they attend the glittering gala in June.

Managing Director of Chopard UK Jean-Baptiste Maillard said; "We're delighted to be the Official Jeweller and headline partner to the inaugural Jersey Style Awards. Since 1998, the House of Chopard has been enjoying a real love story with international red carpet events, namely the International Cannes Film Festival. By showcasing excellence, innovation and artistic endeavours from an island that is steeped in heritage and tradition like Jersey, represents a great synergy for Chopard.

"We have been working with family run jewellers Hettich on the island for some 14 years and we look forward to bringing some magnificent and unique red carpet pieces to the awards in June. Having been to Jersey many times over the years, I really feel these awards are a wonderful way to showcase the best of Jersey to an international audience."

As well as Hettich Jewellers who have been based in St.Helier for over a century, the event will also be supported by global aviation services brand Gama Aviation and the Porsche Centre Jersey.

Murray Norton, Deputy & Assistant Minister for the Government of Jersey said; "This event is a wonderful platform to showcase the best of what Jersey has to offer on a cultural, artistic and stylish level. These awards aren't just about a congratulatory nod; a nomination will provide many local businesses, large and small, brands, innovators, artists and cultural attractions a wonderful opportunity to showcase their worth on an unrivalled national and international platform. It's time to give Jersey the international platform it really deserves, from the people who shape its character, personality and individuality as one of the best kept secrets in the British Isles."

Jeffrey Chinn, Managing Director of Hettich said; “As the oldest family run jewellers in Jersey, we are thrilled to be supporting the Jersey Style Awards. We have customers who come to Jersey to shop from all over the world but it’s time Jersey’s retail offering was put on a bigger map to encourage increased consumer spend on Jersey’s high street and not off island. By showcasing the most stylist, artistic and cultural businesses here, it really will show that Jersey can compete on a global stage. ”

John Smith, General Manager of Jacksons who operate the Porsche Centre Jersey added; “Jacksons have always been proud to be part of the local community and where we can we always promote Jersey to be a great place to live and work. Being the premier car retailer on the island and the fact the event is showcasing the best in Jersey we were only too happy to support the event as Official Car Partner for 2017.”

A host of celebrities and style influencers will travel to Jersey courtesy of Gama Aviation. The Falcon 2000 will bring VIP guests from Biggin Hill in London direct to Jersey in the morning of the event.

Kris Bell General Manager of their Jersey operation said; “We’re excited to be working with this inaugural event in Jersey. We spend significant time flying VIP’s all over Europe to red carpet and business events, so it’s wonderful to be bringing them home to Gama Jersey for this very special event.”

The event is the brainchild of entrepreneur and Jersey based branding expert Dr Tessa Hartmann CBE, who also founded the Scottish Fashion Awards.

“There are many things to celebrate in Jersey. From the islands link to the elegant and artistic beauty that was Joan Crawford, a true style icon and dictator of trends, whose father hailed from St.Helier, to Coco Chanel’s revolutionary use of the traditional sailors fabric that was ‘jersey’. Introducing the fabric as part of her womenswear collection around WW1 changed the landscape for the ‘jersey’ fabric for all international designers. The House of Chanel even created a fragrance called ‘Jersey’, named as a reference to the designers love of the jersey fabric. As a small island, Jersey punches above it’s weight in curating its impressive cultural heritage. I’m sure that these awards will showcase just how rich, inspiring, and innovative the contemporary tastemakers on the islands are today,” said Tessa Hartmann

There are 11 categories available to enter with the online nomination system now open. Entrants have until 21<sup>st</sup> May to complete their application, with the shortlist being announced on 29<sup>th</sup> May. The judging process is a combination of public voting and the expertise of a renowned industry panel. Hilary Alexander, one of the most important fashion journalists of our time alongside Maurice Mullen, Head of Fashion and Luxury Goods for the London Evening Standard and ES Magazine have been announced as judges alongside Amanda Statham, Travel Editor for Cosmopolitan. Other industry heavyweight’s who will be joining the panel is Jigsaw CEO Peter Ruis, Celebrity Photographer Nicky Johnston and TV chef Gary Maclean, winner of MasterChef: The Professionals 2016. More arts, business and lifestyle heavy weights are set to be announced over the coming weeks.

A series of special awards namely, ‘International Style Icon’, ‘Designer of the Year’ and ‘Jersey Philanthropist of the Year’ will also be presented on the night. The good news is that **all** nominees will be invited to attend the black tie gala at the expense of the award organisers, allowing the Jersey community to network with the great and the good of business, industry and the red carpet celebrity guest list.

## EDITORS NOTES

Event, ticket and further information is available on [www.jerseystyleawards.com](http://www.jerseystyleawards.com)

**PROMO VIDEO** - Watch promotional video here. This video can also be used across all social a& digital media: <https://www.youtube.com/watch?v=-Ulhx4wpgRk>

**HIGH RES IMAGERY** - High res imagery for print can be downloaded here. There is a selection of lifestyle, leisure, culture, style & food imagery available for all media. <https://goo.gl/pAVZZz>

**CHOPARD CANNES FILM FESTIVAL IMAGERY** Imagery can be obtained via Getty - <https://goo.gl/h4lUpO>

**Categories include:** Fine Dining Restaurant of the Year, Casual Dining Restaurant of the Year, High Street Retailer of the Year, Independent Retailer of the Year, Visitor Attraction of the Year, Cultural Attraction of the Year, Hotel of the Year, Small Hotel/Boutique Hotel of the Year, Active/Sports Experience of the Year, Spa/Wellbeing Brand of the Year, Tastemaker of the Year (Band, Musician, Painter/Artist, Sculptor, Photographer & Creative)

Entry details are available and must be submitted online at [www.jerseystyleawards.com](http://www.jerseystyleawards.com)

**Deadline for entry is 21<sup>st</sup> May 2017**

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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 recognized 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 organizations. 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.