

IMAN ABDULMAJID HONOURED AS THIRD RECIPIENT OF THE FRANCA SOZZANI AWARD 2019

Disruptive philanthropist, activist and fashion innovator Iman Abdulmajid will receive the award at a dinner on the eve of the 76th Venice Film Festival, previously received by Salma Hayek and Julianne Moore

FOR IMMEDIATE RELEASE: Iman Abdulmajid will be the third recipient of the Franca Sozzani Award, which recognizes women who stand out for both their artistic careers and their social commitment.

The award recognises Abdulmajid's work as a veteran in the fashion industry from her beginnings as a pioneering model in 1975, to her development of skincare collections designed for

all women with skin of colour. This alongside her humanitarian work for The Children's Defence Fund, Action Against Hunger and the *Raise Hope For Congo* campaign.



Abdulmajid will receive the award on the eve of Venice Film Festival's 76th year on 27th August at Sozzani's favourite hotel, Belmond Hotel Cipriani on Venice's Giudecca island. The award has been established by late Vogue Italia editor in chief Franca Sozzani's son Francesco Carrozzini in 2017, and previous recipients are Julianne Moore and Salma Hayek.

Francesco Carrozzini said of the awards: *"Iman's work has disrupted the fashion industry in a way similar to Franca's: bold, innovative and inclusive. Using her platform to the best of its potential, Iman's work from lobbying the CFDA for an increase of diversity on the runway to impactful humanitarian work, displays her true passion and focus. We are truly honoured for her to accept the Franca Sozzani Award."*

The Award dinner will for the first time also support *The Franca Sozzani Fund for Preventive Genomics* in honour of Sozzani who succumbed to a rare cancer in 2016. The "Franca Fund" was established in 2018 by Sozzani's son photographer and filmmaker Francesco Carrozzini, performing artist and investor D.A. Wallach and Harvard Medical School professor and physician-scientist Robert Green to accelerate the use of genomics in honour of Sozzani, who succumbed to a rare cancer in 2016.

Robert Green, MD, MPH, Professor of Medicine at Harvard Medical School and Director of Genomes2People Research Program said: *"Franca Sozzani was a creative and pioneering woman who revolutionized the fashion world and whose example challenges us to do the same in medicine. The Franca Fund is supporting research and advocacy to transform medicine from disease treatment, to disease risk assessment and prevention, starting with hereditary forms of cancer and heart disease."*

News and images will be shared directly after the Franca Sozzani Award event on 27th August 2019.

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Notes to Editors:

The Franca Sozzani Fund: *Franca Sozzani made a remarkable impact on global culture during her 28 years as the legendary editor-in-chief of Vogue Italia. And outside of fashion, she was a relentless champion of justice and human progress: a global ambassador against hunger for the United Nations World Food Programme, a supporter of AIDS research, and a chair of the European Institute of Oncology. Franca recognized that fashion and creativity held a unique power to deliver social messages, and in groundbreaking issues of Vogue Italia used beautiful images to explore difficult topics from oil spills to domestic violence.*

In fashion, as in all walks of life, brilliant and creative individuals and their families are struggling with autism, cancer, heart disease, Alzheimer's and other conditions that we now know have largely genetic causes. Tragically, Franca succumbed to a rare cancer in 2016 that might have been prevented with earlier medical surveillance. Such is the case for thousands of patients around the world today who lack access to the risk-assessment and early diagnoses that are offered by preventive genomics.

In Franca's honour, her son Francesco has established The Franca Sozzani Fund for Preventive Genomics ([The Franca Fund](#)) to accelerate the transformation of medicine by promoting the scientific applications of preventive genomics.

The Fund's agenda could not be more urgent. Extraordinary discoveries in genomics from the past two decades have not yet been adopted by front-line health providers and their patients, but instead remain sequestered in academic institutions. We are now realizing the benefits of comprehensive sequencing of over 5,000 genes that can predict disease, affect reproductive health, and influence the effectiveness of medications in nearly every human. Misconceptions within the medical community, misrepresentations in the commercial sector, and failure to provide regulatory safeguards have all delayed the implementation of these technologies for the benefit of human health.

Dr Robert Green: [Dr. Green](#) is an internationally recognized researcher in genomics and professor at Harvard Medical School who leads the [Genomes2People Research Program](#). He has established the world's first [Preventive Genomics Clinic](#) for comprehensive DNA sequencing and medical interpretation of healthy adults and children at Brigham and Women's Hospital in Boston.