

## Press Releases LFW

### Vodafone

September 2014 marks Vodafone UK's sixth season as Principal Sponsor and ninth as Official Communications Partner of London Fashion Week. Vodafone will continue to support the industry by providing seamless and innovative tech solutions onsite at Somerset House. The ever popular front row charging benches will make a welcome return to the BFC Courtyard Show Space along with a number of charging stations plotted throughout the venue, and Vodafone will continue to work with the British Fashion Council to boost mobile phone signal onsite ensuring everyone stays connected throughout the shows.

For more information please contact Ben Taylor on 01635 666777.

### AMERICAN EXPRESS®

American Express is delighted to continue its support for the British Fashion Council, as Official Card Partner of London Fashion Week. The company will once again offer assistance to those visiting Somerset House through its on-site concierge team - the 'American Express Insiders' - who will be on-hand to offer advice and support. American Express is a global service company, providing customers with access to products, insights and experiences that enrich lives and build business success.

Contact: Rebecca Morris, American Express UK: +44 (0) 1273 212 622 / [rebecca.morris@aexp.com](mailto:rebecca.morris@aexp.com)

### Canon

Canon is proud to be the Official Imaging Solutions Partner of London Fashion Week, and to share its expertise with the fashion industry. Once again Canon will be providing a dedicated technical support centre for all professional photographers at Somerset House. The Canon Photographers Centre will ensure that all accredited photographers have everything they need while working at London Fashion Week, from internet access and printing facilities to a dedicated team of Canon support technicians.

In addition, an exclusive Canon bus will also be shuttling photographers between shows to ensure they don't miss a moment of the capital's catwalks.

### eBay

In Q4 2013 over \$4.4 billion worth of fashion inventory was sold globally on eBay. It's this commercial understanding that eBay we use in supporting the British Fashion Council's new initiative, BFC Contemporary. BFC Contemporary aims to strengthen the UK's contemporary ready-to-wear and accessory offering by providing invaluable mentorship programmes as well as supporting the development of commercial plans of emerging fashion talent. For launch season, participating designers will each create limited edition items that captures their signature brand. To celebrate London Fashion Week these limited edition items will be sold, on the first ever BFC Contemporary shop on [eBay.co.uk](http://eBay.co.uk). The BFC Contemporary shop will be located within the new Fashion Collective destination, a dedicated space [eBay.co.uk](http://eBay.co.uk) designed to make it easier for shoppers to buy directly from the brands they love.

### London Evening Standard

With a circulation of 900,000 and a readership of over 2,000,000 the Evening Standard is enjoying an unprecedented period of growth and earlier this year became part of a truly multi-platform offering with the launch of 'London Live' – a young and dynamic TV channel broadcasting 24/7 to the capital.

A keystone of this success story has been 'ES' Magazine every Friday and its sister title 'Deluxe' publishing six times a year. This premium magazine has gained an enviable reputation amongst fashion and luxury brands in the UK and internationally for beautiful photography, breaking stories and a real connection to the lives of fashion-savvy Londoners. A reflection of its influence will be the circulation increase in October to 400,000.

For more information please contact Maurice Mullen Tel. +44 (0)20 3615 2329 or email

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### Fashion Monitor

Fashion Monitor is a proud supplier of London Fashion Week for spring/summer 2015. Established in 1989, it is the most powerful industry tool providing contacts, news and events information for the fashion, beauty and lifestyle industries. Fashion Monitor provides over 45,000 global contacts, a forward planning calendar of events and daily announcements on the latest news and moves, keeping you in touch and up-to-date with this fast-paced industry. The service will also be launching a US version, Fashion Monitor USA this month, along with Beauty Monitor for both the UK and US markets. Fashion Monitor will yet again host the London Fashion Week takeover page featuring a full schedule and interviews with key members of the industry involved with the five day event. For the fifth season Fashion Monitor has also teamed up with the Official Hotel to London Fashion Week, The May Fair to bring you the Beauty Lounge. UK and international press are invited to take a break between shows to relax and enjoy a beauty treatment or two or get ready for the evening's parties. For more information on attending the Beauty Lounge SS15 contact [hannah.mccormick@fashionmonitor.com](mailto:hannah.mccormick@fashionmonitor.com).

### Lavazza Coffee

Lavazza has collaborated with designer Holly Fulton, in an exclusive partnership to celebrate its 12<sup>th</sup> season as the official coffee of London Fashion Week and Vodafone London Fashion Weekend this September. Lavazza has partnered with the contemporary British designer who's created a whole new look for the Lavazza café, inspired by her latest collection. Italy's favourite coffee will ensure style-mavens stay on their feet, whatever their busy schedule, serving up more than 30,000 cups of coffee during fashion's busiest week of the year. From backstage at Holly Fulton's show, to the Maybelline Lounge, Press Lounges, the Lavazza Café in Somerset House Courtyard and Tom's Deli, the authentic Italian coffee experience will never be more than a stiletto's stride from all of the action. Shop-a-holics heading to Vodafone London Fashion Weekend (18-21 September) will also have the chance to win £1,000 worth of designer vouchers and a Lavazza A Modo Mio machine. Fashion mavens simply head to the #LavazzaLook Capsule Collection studio, select their favourite #LavazzaLook designer outfit and share it on social media to be in with a chance to win.

### LG Electronics

LG returns as the Official Garment Care Supplier of London Fashion Week for the seventh consecutive season, with its on site dedicated steam team helping designers prepare their SS15 collections for the Catwalk. The Steam Team will be located in the backstage of the Courtyard show space at Somerset House. LG's latest home appliance range includes leading innovations in couture care, such as the introduction of 6 Motion Direct Drive technology designed to deliver different washing motions to best care for even the most delicate fabrics, using a combination of unique drum motions. LG's 6 Motion technology ensures that everything from jeans to delicates, from woollens to silk, come out looking and feeling their absolute best, as well as thoroughly cleaned.

To find out more information about LG's washing range visit [www.lg.com/uk/homeappliance](http://www.lg.com/uk/homeappliance)

### Mainetti

Since 1961 Mainetti has been synonymous with fashion. Mainetti is a global manufacturing company that creates co-ordinated packaging that helps our customers define their brand, and Mainetti hangers and co-ordinated packaging carry many of the world's most famous and prestigious names. The Mainetti vision is to provide customers with presentation products and services that deliver real value in terms of design, innovation, quality, price and environmental impact. Products extend from luxury handmade bags, unique hangers produced in a range of material from wood to high quality polymer, garment covers, presentation boxes, gift packaging and decorative/security seals. There is always more from Mainetti, with more options, more choices, more materials and more specialised finishes than you might expect.

### Maybelline

Maybelline New York is excited to be the new Official Make-Up Sponsor for London Fashion Week. Adding to Maybelline's sponsorship of numerous Fashion Week's around the world, Maybelline is excited to bring its true catwalk to sidewalk ethos to London Fashion Week, creating a perfect match. The mission is to bring up-to-the-minute trendsetting and creative talent to life on the distinctive London fashion stage. Maybelline New

York's sponsorship of London Fashion Week connects two global leaders in industries that are intrinsically linked: make-up & fashion. Both Maybelline and London Fashion Week celebrate innovation and self-expression, creating and translating inspirational trends from the "catwalk to the sidewalk" and back again. Maybelline will use London Fashion Week as an inspiring platform to create an exciting and interactive fashion-forward experience for press, designers and industry influencers. Showcasing new products and top industry experts, while celebrating Maybelline's catwalk to sidewalk style, the fashion world will fall for the products revolutionary textures, innovative formulas and exciting colours.

#### Mercedes-Benz

MERCEDES-BENZ, the Official Car Sponsor for London Fashion Week and London Collections: Men, will be making sure that guests from around the world move effortlessly between some of the most highly anticipated shows during the Spring/Summer 2015 catwalk shows.

The stylish fleet of striking Mercedes-Benz models combine sleek elegance with power and poise and will be on hand to ensure guests travel in total luxury and comfort, enjoying their own personal Mercedes-Benz experience during London Fashion Week. Mercedes-Benz will also continue to give consumers and followers unrivalled access to interviews, news updates, photographs and footage at [www.mercedes-benz.co.uk/fashion](http://www.mercedes-benz.co.uk/fashion).

#### Penhaligon's

Penhaligon's is delighted to be the Official Scent of London Fashion Week for the second year running. The British perfume house is an Official Supplier of the international high profile event, scenting Somerset House and the surrounding show tents. Founded in 1870, yet with a contemporary outlook, Penhaligon's fundamental British eccentricity is perfectly manifested in the collaboration with London Fashion Week. Perfumery and fashion share a passion for craftsmanship and creativity – a natural fit.

#### PROPERCORN

PROPERCORN is delighted to be supporting London Fashion Week for the eighth season, keeping the fashion pack fuelled during their non-stop schedules. Throughout the week, they will be showcasing their full range of flavours, with packs available at all venues. The busy team will also be working with the BFC on some exciting collaborations.

#### Scavi & Ray

Scavi & Ray are delighted to be Official Sponsors of London Fashion Week for a second year running. This year's activity sees Scavi & Ray Prosecco working alongside some of the hottest designers of 2014 bringing together unique style and ultimate taste. As the exclusive Prosecco, SCAVI & RAY will present sparkling highlights to the many designers, buyers, journalists, and creative minds who savour the glamour, fashion and style of an exceptional world class event. Scavi & Ray will also display their exclusively designed limited fashion edition prosecco bottle designed by well-known accessory designers, wrq.e.d London.

#### St. Tropez

Iconic and pioneering tanning brand St.Tropez continues to lead the way by becoming the first ever Official Tanning Brand of London Fashion Week. With fashion icon Kate Moss as global brand ambassador, St.Tropez has long been heralded as 'The Fashion Tan' and is a trusted backstage favourite amongst fashion designers including Roland Mouret, Roksanda Ilincic, Erdem, Issa London, Mary Katrantzou, House of Holland, David Koma and Preen by Thornton Bregazzi. This season the St.Tropez Pro team, led by Global Tanning & Skin Finishing Expert Nichola Joss, will be delivering healthy golden skin with a flawless finish, plus tanning enthusiasts can expect exciting news from backstage where the future of tanning products will be revealed in time for SS15. St.Tropez will also be present at Vodafone London Fashion Weekend with an exciting pop-up space where tanning experts will demonstrate the St.Tropez award-winning product range. Tanning fans at Vodafone London Fashion Weekend will also enjoy exclusive St.Tropez offers that can't be missed.

## Swatch

For the second season at London Fashion Week, Swatch will use London Fashion Week to showcase an edited selection of its latest collection at Somerset House. As an Official Partner of London Fashion Week, Swatch is celebrating this partnership by creating a limited edition London Fashion Week watch. Every season Swatch continues to innovate and surprise with new designs, and ROSSO (SUOZ131S) RRP £38, makes no exception. Collectors and dedicated fans of Swatch will be delighted by the daring red watch, which is a classic shade of pillar-box red. A safety pin has replaced the watch hands, in a subtle nod to the fashion industry. Three special loops with the London Fashion Week logo pop out in crisp white, a sharp contrast to the red. The watch is packaged in a special London Fashion Week sleeve which is limited and numbered to 777 pieces.

## The May Fair Hotel

For the seventh consecutive year, The May Fair Hotel prepares to welcome the world's fashion elite as the Official Hotel of London Fashion Week. In the heart of one of London's most enviable addresses, The May Fair is the fashion glitterati's favourite retreat away from a day's business at Somerset House. Boasting an unrivalled collection of London's most colourful and stylish suites, bars, restaurants and meeting spaces, The May Fair is the perfect venue for business and pleasure throughout the Week. Experience the famous May Fair Mojito in the May Fair Bar; savour some of the finest cigars and whiskeys in the Cigar Room; try the premium grill and seafood menu in the new restaurant, May Fair Kitchen; and relax and revive with a signature treatment at The May Fair Spa.

Visit [www.themayfairhotel.co.uk/lfw](http://www.themayfairhotel.co.uk/lfw) for more information or contact the press office on +44 203 047 2037/ [EGLMedia@edelman.com](mailto:EGLMedia@edelman.com)

## TONI&GUY

Celebrating 10 years as an Official Sponsor of London Fashion Week – TONI&GUY continue their support of key British fashion talent, through unique designer collaborations and the expertise of the TONI&GUY session team who create the hair for over 80 runway shows a year. Over the decade TONI&GUY have worked with talented, emerging and well-known, British designers including GILES, Jean-Pierre Braganza, Pam Hogg, Todd Lynn, Bass & Brooke, Aimee McWilliams, Gareth Pugh, Peter Pilotto and many more. In addition, the TONI&GUY's on-site salon at Somerset House tends to the tresses of press and VIP's season after season. Next year will see TONI&GUY's professional haircare range, label.m, celebrating its 10 year anniversary as Official Product of London Fashion Week, a first of its kind in the industry. To mark the occasion the official LFW logo will appear on all its products.

## Topshop

Topshop is delighted to be continuing its commitment to NEWGEN, cementing its position as the single biggest supporter of emerging fashion talent in London. The Topshop Show Space has provided a Fashion Week home for the brightest talent that could otherwise not afford to show on schedule in front of the world's media and buyers. The space has helped to elevate London Fashion Week for all designers, consolidating London's position as an essential stop on the calendar. The NEWGEN scheme was established by the British Fashion Council in 1993 and Topshop became the sole sponsor in 2002. The scheme is now the envy of the global fashion industry, acting as a promotional launch pad for young designers whilst also offering encouragement and support. Topshop looks forward to the ongoing evolution of its relationship with NEWGEN, an inspirational scheme that has launched the careers of some of London's most iconic design talents like Alexander McQueen, Christopher Kane, Mary Katrantzou, JW Anderson, Simone Rocha and Jonathan Saunders to name a few.

## Triumph

Triumph International has been crafting innovative, high-quality lingerie since 1886. Triumph 'The Maker of Lingerie', is steeped in 127 years of lingerie expertise, craftsmanship and heritage with a dedication to inspiring feminine confidence at the heart of the brand. More recently Triumph UK launched a series of empowering

and fashion forward campaigns, collaborating with key designers such as Mathew Williamson, Roksanda Illincic and Sophia Webster with the emotive and empowering “Women in Making” - a campaign crusade to support, educate and enhance the next generation of creative genius. As fit specialists, Triumph understands and is committed to ensuring that women experience the perfect fit. As part of this initiative Triumph continues to work with the British Fashion Council, supporting London Fashion Week as ‘The Official Catwalk Lingerie Supplier’, cementing their relevance to the fashion industry by supplying on schedule designers with their key intimate apparel collections.

For further information, or to request product for this season catwalks, please contact Isobel Austin-Little: [Isobel.austin-little@triumph.com](mailto:Isobel.austin-little@triumph.com), 07884 654 362