

HARRODS PRESENTS

# INSIDE THE STUDIO

Best of British Designers

IN ASSOCIATION WITH THE  
BRITISH FASHION COUNCIL

Four of Britain's most talented fashion designers, **Matthew Williamson**, **Rupert Sanderson**, **Antonio Berardi** and **Alice Temperley**, invite you inside their bustling ateliers to discover the exquisite craftsmanship behind their coveted collections.

A series of four exclusive films captures the essence of each design studio and reveals the intricate journey of a collection as documented by the designers themselves and brought to life by their glamorous muses, Georgie MacIntyre (Matthew Williamson), Jade Parfitt (Rupert Sanderson), Sophia Neophitou-Apostolou (Antonio Berardi) and Jacquetta Wheeler (Temperley London).

**CAROLINE RUSH**, CEO BRITISH FASHION COUNCIL:

“Harrods has a 150 year reputation for bringing the world of luxury to consumers from all over the world – in its latest project, Inside the Studio, its global audience will be able to go online and discover the fascinating stories and craftsmanship behind four of Britain's most celebrated design talents”

Working closely with selected media partners and bloggers, Inside The Studio premieres on Thursday 16th October with immersive, behind-the-scenes footage and photos, must-buy shopping edits and money-can't-buy competition prizes, including a piece from each designer's Autumn/Winter collection and an exclusive signed sketch.

Join us Inside The Studio at [harrods.com](http://harrods.com)

Visit [harrods.com/inside-the-studio](http://harrods.com/inside-the-studio) from 9th October for more information.

---

#### NOTES TO EDITORS:

- \*Teaser campaign launches on Thursday 9th October
- \*Matthew Williamson's film launches the campaign on Thursday 16th October
- \*Rupert Sanderson's film launches on Monday 20th October
- \*Antonio Berardi's film launches on Friday 24th October
- \*Alice Temperley's film launches on Tuesday 28th October
- \*Official hashtag: #harrodsinsidestudio

Harrods