

LONDON COLLECTIONS MEN SS16

PRESS RELEASE
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LONDON COLLECTIONS MEN SS16 SPONSORS

Fashion and Beauty Monitor is a proud supplier of London Collections Men SS16. Established in 1989, it is the most powerful industry tool providing contacts, news and events information for the fashion, beauty and lifestyle industries. Fashion and Beauty Monitor provides over 56,000 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 has also recently launched a US version for the fashion and beauty industries, along with a standalone Beauty Monitor for the UK market. Fashion and Beauty Monitor will again host the London Collections Men takeover page featuring a full schedule and interviews with key members of the industry involved with the four day event.

For more information about Fashion and Beauty Monitor contact sarah.penny@fashionmonitor.com.

Lavazza, Italy's favourite coffee, is excited to be sponsoring London Collections Men once again. Press, buyers, designers and models can reward their hard work with a cup of Lavazza coffee. Lavazza will be served throughout the four-day event, from Victoria House to the Old Sorting Office and the Hospital Club; you won't have to go far to enjoy the real Italian espresso experience! Founded in Turin in 1895 and owned by the Lavazza family for four generations, the company is now among the world's largest coffee producers. Lavazza's presence at main international events, such as London Collections Men, shows its dedication to bringing real Italian espresso around the world. Lavazza will be ensuring the fashion elite get their caffeine fix during London Collections Men, 12th - 15th June 2015. Follow @LavazzaUK on Twitter and Instagram to keep updated on all the latest fashion news and backstage gossip.

Mercedes-Benz continues its association with fashion and style as the car brand sponsor of London Collections Men. A fleet of striking Mercedes-Benz models will ensure that guests move effortlessly, in style and comfort between the London Collections Men catwalk shows and events. The cars, combining power and poise, mean that guests enjoy their very own Mercedes-Benz experience.

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Penhaligon's is delighted to become the Official Skincare Sponsor of London Collections Men SS16. The perfume house has worked exclusively with the British Fashion Council for the last year, scenting London Fashion Week and London Collections Men. The collaboration further cements the brand's expansion into the world of skincare after the launch of their first ever comprehensive grooming range, Bayolea this year.

Swatch, as official partners of London Collections Men captures the spirit and the capitals creative vibe by showcasing its latest revolutionary product – SISTEM51 the mechanical revolution of

Swatch. Explore the intriguing world of SISTEM51 and a worldwide pre-launch exclusive of three new SISTEM51 models at Victoria House during London Collections Men. SISTEM51 isn't just a technological wonder, featuring 51 parts, 1 screw, 90h power reserve and 100% Swiss made, but a brand new canvas for creative artists and designers, every surface is a new place to play with colours, shapes and exciting compositions. The artistic sense of Swatch has been successfully bordering the world of high fashion for some time and SISTEM51 delivers pin point accuracy and style two things you can't be without at London Collections Men.

The Hospital Club is the central hub for London Collections Men. Located in the heart of Covent Garden, the venue will once again provide a space for designer showrooms, events, screenings and lounges across the four-day showcase. UK and International media and buyers will be given access to the on-site facilities including lounges and meeting spaces. For more than 10 years, The Hospital Club has offered a unique and inspirational environment for the creative industries to come together to create, connect and collaborate in the heart of Covent Garden. With a keen focus on supporting emerging talent, its entire philosophy is centred on cultivating enterprise across the creative industries, including fashion, film and digital. In January 2015, the Club opened its doors to 15 unique bedrooms, a luxury boutique extension to the Club which is open to both members and non-members.

The Hospital Club, 24 Endell Street, Covent Garden, London, WC2H 9HQ | 020 7170 9100

www.thehospitalclub.com | [@thehospitalclub](https://www.instagram.com/thehospitalclub) | [facebook.com/TheHospitalClub](https://www.facebook.com/TheHospitalClub) | [youtube.com/TheClubUK](https://www.youtube.com/TheClubUK)

The Woolmark Company is owned by Australian Wool Innovation (AWI), a not-for-profit company owned by more than 25,000 woolgrowers. Their vision is to be a significant contributor to a vibrant, stable and profitable wool industry. Having supported London Collections Men since its inauguration, The Woolmark Company continues to collaborate with designers who have a passion and interest in Merino wool. The Woolmark Company works throughout the global wool supply chain, actively connecting manufacturers with designers so as to facilitate working relationships that are mutually beneficial. This is an important relationship dynamic, and with an understanding of each of the businesses it allows both companies to work together in a way that can support and propel their business and visibility. This season, under their Cool Wool campaign, The Woolmark Company are highlighting collaborations with Lou Dalton, Richard James and Sibling; collaborations that have seen these designers working closely with manufacturers and craftsman of Merino wool product to exchange creative ideas and skills so as to further benefit and enhance their collections with this versatile natural fibre. Lou Dalton, Richard James and Sibling will present collections focused around lightweight Merino wool, product that challenges people's perceptions of the fibre's relevance for the season due to its aesthetic qualities and not least because of its natural performance attributes, ensuring that it is seen as an important component of the Spring/Summer menswear wardrobe, whether it is for smarter lightweight suits or casual separates and knitwear.

Warsteiner, the number one German export pilsener, is delighted to be the official beer supplier of London Collections Men. Family-owned for nine generations, Warsteiner has been brewing since 1753, and is the most demanded export lager from German private breweries*. This finest-quality pilsner is bright golden colour with a superbly balanced taste – slight bitterness with notes of mild, crispy hops. Warsteiner is available in over 60 countries and is served at iconic bars and restaurants in style leading cities around the World. In the UK, Warsteiner is a key brand in the portfolio for Marston's plc, the pub and award-winning breweries operator.

Warsteiner – Do it Right.

*Source: INSIDE Beverage Magazine Top Ranking, 16.01.2015, page 5

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