

August 15th 2012

Vodafone UK Announces Partnership With Acclaimed British Designer, Mary Katrantzou

Two season relationship will offer even more exclusive access to the world of high fashion for Vodafone VIP customers

Today, Wednesday 15 August, Vodafone UK is entering into an exclusive *two-season* partnership with pioneering designer, Mary Katrantzou. Vodafone will work with the British Fashion Awards Emerging Talent Award winner - Katrantzou across Spring/Summer '13 and Autumn/Winter '13. The collaboration will offer Vodafone customers access to her innovative catwalk show as well as the chance to meet her backstage at London Fashion Week.

Kicking off in September 2012, when London becomes the fashion capital of the world, the partnership underlines Vodafone's commitment to its customers and support for British fashion following on from previous partnerships with acclaimed LFW designers, Richard Nicoll and Christopher Kane.

Danielle Crook, Vodafone's UK Director of Brand Marketing, said today: *"Mary Katrantzou is one of the most exciting designers in British fashion today - she was a natural fit to help us continue our involvement in fashion. Her bold graphics and iconic designs have attracted a cult following from every part of the fashion world and we are thrilled to be working with her. For us, this means we can give our customers a unique fashion experience at Mary's catwalk show during London Fashion Week."*

Mary Katrantzou said: *"I am excited to be working with Vodafone, as a brand they have really cemented their credibility and support within the fashion industry over the past few seasons. Their innovation elements really appeal to me and it felt a natural fit to join forces. I'm really looking forward to be able to widen the fashion net to their customers and bring them to the front line of fashion week."*

The partnership will kick off with Mary Katrantzou's Spring/Summer '13 show, sponsored by Vodafone which will undoubtedly be one of the most anticipated events on the schedule. Further details on the partnership will be announced later in 2012.

In addition to the designer partnership, Vodafone will continue to innovate during London Fashion Week with the mobile phone recharging front row returning to the BFC show space and pop-up re-charging points throughout the Somerset House venue.

Feel like a VIP with Vodafone

With Vodafone VIP, customers get fabulous experiences in motorsport, festivals and fashion. From track days, 48 hour early access to the hottest festival tickets and the chance to go to London Fashion Week and Vodafone London Fashion Weekend, everyone can feel like a VIP with Vodafone. All Vodafone customers can register for Vodafone VIP by going online to vodafone.co.uk/vip

About the BFC

The **British Fashion Council (BFC)** was set up in 1983 to promote British fashion internationally and co-ordinate this promotion through fashion weeks, exhibitions and showcasing events. The BFC now supports designers beginning at college level and extending to talent identification, business support and showcasing schemes to help British designer businesses develop their profiles and business globally and promote British fashion and its influential role in Creative Britain and Creative London. The BFC Colleges Council offers support to students through its MA Scholarship, links with industry through Design Competitions and Graduate Preview Day. Talent identification and business support schemes include the BFC/Elle Talent Launch Pad; BFC Fash/On Film sponsored by River Island; BFC Rock Vault sponsored by International Palladium Board; BFC/Vogue Designer Fashion Fund; Estethica; Fashion Forward sponsored by Mayor of London and eBay Fashion; NEWGEN sponsored by Topshop and NEWGEN MEN sponsored by Topman. Showcasing initiatives include London Fashion Week, LONDON show ROOMS, the BFC/Bazaar Fashion Arts Foundation, International Fashion Showcase and the annual celebration of excellence in the fashion industry: the British Fashion Awards.

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