

# LONDON FASHION WEEK

14-18 SEPTEMBER 2012

PRINCIPAL SPONSOR  **vodafone**

**PRESS RELEASE  
SEPTEMBER 2012**

## **THE SPONSORS – SEPTEMBER 2012**

London Fashion Week (LFW) is the most creative and innovative event on the global fashion calendar. This season highly creative rising stars such as Christopher Kane, Erdem, Mary Katrantzou, Marios Schwab, Jonathan Saunders join iconic British designers such as Vivienne Westwood, Paul Smith, and heritage international brands including Burberry Prorsum, Mulberry and Pringle of Scotland.

LFW is organised by the British Fashion Council (BFC) and is funded by sponsors, many of which provide services that have become integral to the unique experience London has to offer. The BFC thank all of their sponsors, in particular principal sponsor Vodafone who are also title sponsor of **London Fashion Weekend**.

### **VODAFONE**

This September marks Vodafone's second season as Principal Sponsor of London Fashion Week and fifth as Official Communications Partner and title sponsor of Vodafone London Fashion Weekend.

The seven season partnership allows Vodafone customers to get closer than ever before to the emerging trends as they unfold at London Fashion Week and underlines Vodafone's support for British fashion. As part of Vodafone VIP, customers will be given access to an exclusive viewing platform and Vodafone VIP lounge offering a great view of the catwalk and intimate experience of London Fashion Week.

In addition to this, Vodafone will be powering the great and the good of the fashion industry on the front row with innovative re-charging benches at the Somerset House show space. The charging benches work via a discreet charging drawer built into the front row capable of powering all of the latest smartphones and tablets enabling fashion influencers to be connected and in touch at all times throughout London Fashion Week.

With Vodafone VIP, customers get fabulous experiences in fashion, festivals and motorsport. 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](http://vodafone.co.uk/vip)

### **AMERICAN EXPRESS**

American Express is delighted to be working with the British Fashion Council, as Official Card Partner of London Fashion Week. As a cornerstone of the global fashion calendar London Fashion Week has much resonance among our customers and we hope that our partnership will enhance and add value to their experience of the buzz and excitement that the London fashion scene has to offer. This association expands the Company's world-wide commitment to fashion and ongoing relationships with many of the world's major fashion brands. American Express is a global service company, providing customers with access to products, insights and experiences that enrich lives and build business success.

**FASHION  
2012**

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## **CANON**

As Official Imaging Partner of London Fashion Week Canon will once again be providing a dedicated technical support centre for all professional photographers at Somerset House. The Canon Photographers Centre will offer accredited photographers minor camera repairs, a camera and lens loan facility and a team of technicians on hand to handle any questions and help with difficulties.

Canon Professional Services will be providing the following complimentary services on-site for accredited London Fashion Week photographers:

- Camera sensor clean and check and minor camera repairs for Canon cameras
- Technical expertise and 1-2-1 training
- Canon camera and lens trials (subject to availability)
- A3+ photo printing service
- Best Shot Photo Competition to win the new Canon PowerShot G1 X

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

Canon will also be the Digital Showcasing Partner at London Fashion Week, and will be screening content in the Canon Cinema, located in the show main tent, throughout the week.

## **DHL**

DHL understands that nothing stands still in the world of fashion. Like the fashion industry we support, we don't let the grass grow under our feet. By responding quickly and effectively with tailored solutions that reduce costs, enhance operational efficiency and maximise speed to market, we help to create the perfect platform for fashion brands to achieve their global potential. From overnight express delivery of urgent samples to full warehousing and transportation of finished goods by road, sea or air. We have a dedicated team of experienced industry specialists ready to handle every aspect of the logistics process. As the experts in international shipping, DHL is committed to helping UK fashion businesses grow – providing guidance and advice on how to capitalise on the increasing appetite for British fashion coming from overseas markets.

DHL is the global market leader in logistics and operates in more than 220 countries and territories. We ensure the entire supply chain journey – from design concept to consumer – is seamless, transparent and stress free. That's why we're delighted to be the Official Logistics Partner for London Fashion Week, as well as Fashion Weeks around the world.

## **Glacéau vitaminwater**

Coca-Cola® is delighted to continue its partnership with London Fashion Week, making it the Official Soft Drink Partner of London Fashion Week and the Vodafone London Fashion Weekend for the fourth season. This will see Glacéau vitaminwater®, Coca-Cola, Diet Coke® and Schweppes Abbey Well® widely available at both events. Glacéau vitaminwater, the original and great tasting, enhanced hydration from New York will be the Official Soft Drink of London Fashion Week. It is perfect for keeping the fashion industry and busy fashion fans hydrated and helping them to get some of the vitamins they may need.

## **LAVAZZA**

2012 marks Lavazza's tenth anniversary as an Official Sponsor of London Fashion Week. Bringing Italy's favourite coffee to the epicentre of fashion and design, Lavazza will ensure visitors are fuelled with the rich and authentic taste of quality coffee throughout this renowned showcase. Visit Lavazza at the Lavazza Coffee Bar in the West Wing where you can enjoy a classic Italian espresso or café latte. To commemorate the 10 year partnership between one of the world's fashion highlights and this iconic coffee, Lavazza will be showcasing its fashion credentials with a series of limited-edition Tierra coffee tins, as designed by Versace, Cavalli, Moschino, Etro, Marni and Missoni exclusively available at London Fashion Week.



## **LG**

LG continues its partnership with London Fashion Week as the Official Garment Care Supplier for the third season. The premium Home Appliance manufacturer will provide expert support with a dedicated Steam Team on hand at Somerset House to help Designers and Exhibitors prepare.

The Steam Team will be located in the backstage show spaces. If you'd like support steaming or refreshing your items, please speak to a member of the team.

LG's latest home appliance range includes leading innovations in washing, such as the introduction of 6 Motion Direct Drive technology.

LG's 6 Motion Direct Drive technology is designed to provide the very best in-home garment care, using a combination of drum motions to deliver an amazing wash performance coupled with optimum fabric care. With such a range of fabrics used in today's fashions, 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)

## **LONDON EVENING STANDARD**

Founded in 1827, the Evening Standard is "the voice of London". With a circulation of over 700,000 and a readership in excess of 1.5M the Standard not only boasts a greater number of readers than any other quality national newspaper but also one of the highest 'AB' socio-demographic profiles. The two daily editions published Monday to Friday are complemented by 'ES' Magazine each week and 'Deluxe' Magazine six times a year. Londoners can also access their stories on [www.standard.co.uk](http://www.standard.co.uk) and via apps for the i-pad and a range of mobile devices. The Standard's association with London Fashion Week dates back to 2004. For more information contact Maurice Mullen on 020 3615 2329 or email [maurice.mullen@standard.co.uk](mailto:maurice.mullen@standard.co.uk)

## **M.A.C**

M·A·C COSMETICS, the professional makeup artist brand, is synonymous with fashion. As the Official makeup brand behind the runways of London Fashion Week and with presence in over 23 international fashion weeks M·A·C is integral to setting the trends that matter most each season. Working with the world's leading makeup artists, M·A·C's 50-strong team of PRO artists create and collaborate with top designers to define the latest, most modern styles at over 200 shows at the International Collections. To get a 360° view of what's going on in beauty this London Fashion Week including trends, technique, product and backstage insight – and the chance to purchase Terry Barber, Director of Makeup Artistry's iconic fashion week essentials, via on-site virtual retailing – head to the M·A·C Lounge in the East Wing at Somerset House from Friday 14 September until Tuesday 18<sup>th</sup> September.

## **MERCEDES-BENZ**

MERCEDES-BENZ, the definitive car brand sponsor for London Fashion Week, will be making sure guests from around the world move effortlessly between some of the most highly anticipated shows for the next round of 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).

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## **INTERNATIONAL PALLADIUM BOARD**

International Palladium Board (IPB) is proud to sponsor The British Fashion Council (BFC) Rock Vault for its second season - a unique showcasing initiative developed to nurture the creative, fine jewellery talent based in the UK. This season, twelve designers are exhibiting within the BFC Rock Vault, with each designer creating a ring in palladium – together forming the Rock Vault Dozen.



IPB is also working with three of these designers - Jordan Askill, Fernando Jorge and Hannah Martin - who will create capsule collections made from palladium. Their collections will showcase the metal's properties of lightness and strength, resulting in uniquely crafted jewellery pieces for Spring Summer 2013.

Palladium is one of the scarcest precious metals in the world and all palladium jewellery made in the UK now carries a hallmark. This prestigious endorsement places palladium firmly alongside other established precious metals.

### **SAMSUNG**

Samsung is excited to be teaming up with the British Fashion Council (BFC) for London Fashion Week (LFW) and Vodafone London Fashion Weekend. Thousands of people attend London Fashion Week every year, so this is a great opportunity to highlight and integrate Samsung's premium devices to this audience. Technology is becoming more deeply linked with the creative processes of fashion designers and Samsung devices – including the Galaxy S III, Galaxy Note and Galaxy Tab 2 Series – offer a unique blend of creativity and productivity.

This collaboration will take Samsung's position within fashion to new heights and will help to showcase the increasing fusion of fashion and technology following Samsung's previous involvement with Vogue Fashion's Night Out and men's tailor Spencer Hart.

### **F&F AT TESCO**

F&F at Tesco continues to be a proud supplier of London Fashion Week. As the largest British retailer, Tesco is dedicated to supporting both established and emerging talent and regards London Fashion Week as the most important platform for British designers to showcase their new collections. The F&F collections are designed with the customer in mind and place a strong emphasis on quality, flattering cuts and fashion-forward designs. F&F is available to buy in selected Tesco stores and online at [tesco.com/clothing](http://tesco.com/clothing)

Contact: Hayley Jordison-Harris. .hjh. pr: [hayley@hjhpr.co.uk](mailto:hayley@hjhpr.co.uk)

### **THE MAY FAIR**

The May Fair Hotel is *THE* fashion hotel; proud to announce its status as the official hotel of Vodafone London Fashion Week, for the fifth year running.

This season, The May Fair Bar, renowned playground for London's most stylish, unveils a collection of cocktails designed exclusively for London Fashion Week by LFW designers; Holly Fulton, Mark Fast, Corrie Nielsen, Olivia Rubin, Alice by Temperley and Antoni & Alison. Each cocktail is based on the designer's SS13 collection and inspired by their favourite tipples, scents and colours, meaning it has never been easier to lay your hands on a coveted LFW design.

And not only can you drink Holly Fulton at The May Fair but you can admire her intricate design work as she takes over The May Fair windows for SS13. Live like the fashion Elite with The May Fair's Fashion Week Treats package available from September 13th - September 23rd 2012.

For further information and details of the Fashion Week Treats Package, please visit [www.themayfairhotel.co.uk/fashion](http://www.themayfairhotel.co.uk/fashion)

The May Fair Hotel, Stratton Street, London, W1J 8LT, United Kingdom

### **TONI&GUY**

Always at the forefront of fashion, the TONI&GUY Session Team are embarking on their 17<sup>th</sup> consecutive season at one of the world's leading fashion events - London Fashion Week.

Continuing to define hair trends season after season, the TONI&GUY Session Team consistently raise the bar when it comes to industry standards, always creating fashion-forward hair, inspiring beauty buffs worldwide, earning the reputation as a Global leader in the hair industry.

With over 45 shows confirmed for September's London Fashion Week, this season is set to be TONI&GUY's busiest yet, supporting a vast array of talented and diverse designers, including Giles, Matthew Williamson, Pam Hogg and Todd Lynn, leaving no doubt about TONI&GUY's commitment to fashion's finest.

Always with their fingers on the fashion-pulse, the TONI&GUY Art Team will be exclusively revealing backstage



news and gossip as it happens, and giving insights about hair trends for Spring/Summer 2013 via twitter @toniandguyUK.

For further information, quotes or show requests please contact:

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### **TOPSHOP**

This year saw Topshop celebrate ten years of sponsoring the British Fashion Council's NEWGEN scheme, alongside its other initiatives the Topshop Show Space and sponsorship of Fashion East. Topshop recommitted to the future of the scheme for a further ten years this year, confirming its position as the single biggest supporter of emerging fashion talent in London. The Topshop Show Space has provided a free Fashion Week home for those Topshop has been working with, either via NEWGEN, Fashion Forward or an in store collaboration. 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 2001. 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.

### **TRIUMPH**

As the Official Supplier of Catwalk Lingerie to London Fashion Week Triumph are thrilled to be working with the British Fashion Council in supporting designers established & new across the board

They will be providing shows and stylists with all their lingerie needs from fittings and castings to the catwalk, their luxury lingerie will be the style foundation of the new SS13 collections as designed by many of the world's major fashion houses.

With lingerie the fundamental element of every outfit, and over 125 years of fitting expertise Triumph will provide confidence, comfort and the correct fit at every turn from the catwalks to consumer.

The association expands Triumph's commitment to a new direction as a fashion brand while maintaining the heritage and innovative concepts it is renowned for.

Contact the Triumph team on [triumph@halpern.co.uk](mailto:triumph@halpern.co.uk) or 02073512888

[www.triumph.com/uk](http://www.triumph.com/uk)

