

# LONDON FASHION WEEK

15-19 FEBRUARY 2013

PRINCIPAL  
SPONSOR  **vodafone**

**PRESS RELEASE  
FEBRUARY 2013**

## **THE SPONSORS – FEBRUARY 2013**

London Fashion Week 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, Margaret Howell 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**

Vodafone, Principal Sponsor of London Fashion Week will continue to keep the fashion world connected during the A/W 2013 shows.

This February, Vodafone VIP customers had exclusive access to London Fashion Week before anyone else. As Principal Sponsor of LFW, Vodafone invited over 1000 customers to an exclusive Mary Katrantzou catwalk show in the official British Fashion Council Showspace last night for a private view of Mary's most iconic collections.

For the third season running, Vodafone will continue to innovate the front row with the return of the popular recharge benches in the BFC show space. This, together with pop-up recharging points throughout the Somerset House venue will enable guests to stay powered throughout the week.

The Vodafone VIP Lounge and Viewing Platform will also continue to offer customers unprecedented access to London Fashion Week and every show in the BFC Official Showspace all week.

Vodafone will continue to work with acclaimed designer, Mary Katrantzou again this February. As sponsor of Mary Katrantzou's A/W 2013 show, Vodafone can offer customers have an

exclusive opportunity to get access to her innovative catwalk show, usually reserved for the fashion elite. Vodafone VIP customers will also have an opportunity to meet her backstage.

For further information please visit [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, for a second season; expanding the Company's world-wide commitment to fashion. As a cornerstone of the global fashion calendar London Fashion Week has much resonance among our customers and we hope that our partnership will continue to enhance and add value to their experience of the buzz and excitement that the London fashion scene has to offer. We will, once again, be supporting those visiting Somerset House through our on-site concierge team who will be on-hand to offer advice and assistance. American Express is a global service company, providing customers with access to products, insights and experiences that enrich lives and build business success.

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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)
- Large Format photo printing service
- Best Shot Photo Competition to win the EOS-M Camera and EF-M 22mm f/2 lens
- Image Recovery Service

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.

### **F&F at LFW**

F&F has been the proud sponsor of London Fashion Week for 10 years. A global fashion brand designed in Britain, investing in British Fashion remains a key value at F&F. We are delighted to be supporting established and emerging talent and regard London Fashion Week as one of the most important platform for designers to showcase their new collections. Like F&F, the designers showing at LFW are at the forefront of challenging ideas and concepts of fashion and styling and are always exceeding expectations. F&F collections deliver a balance between fashion and wearable pieces, so everyone can be on trend. We look forward to supporting another season of Great British Fashion.

F&F is available Tesco stores in the UK and online at [tesco.com/clothing](https://www.tesco.com/clothing) and is available across 12 countries.

### **Fashion Monitor**

Fashion Monitor, the UK's leading provider of contacts, news and events for the fashion, beauty and lifestyle industries is proud to be an official supplier to London Fashion Week for the second season this February. Fashion Monitor publishes the full LFW schedule and will keep you up to date with the catwalk shows, presentations and parties taking place across the week. Each season the website sees a LFW takeover harbouring features on the designers showing this season as well as interviews with the fashion and beauty elite.

Following on from the successful debut event in September, Fashion Monitor will once again organise the Style Lounge, playing host to the media and stylists throughout London Fashion Week in the luxurious setting of The May Fair. A haven to relax between shows, press and stylists will be offered the opportunity to indulge in a beauty treatment or two whilst perusing the fashion and lifestyle showcases on offer. Fashion Monitor is honoured to be able to support LFW with an additional space for fashion week guests to indulge in the best of what London has to offer.

For more information contact: Hannah White, Publisher [Hannah.white@fashionmonitor.com](mailto:Hannah.white@fashionmonitor.com) or 020 7970 4236.

### **Glacéau Vitamin Water**

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. 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 refreshment from New York will be the Official Soft Drink of London Fashion Week. It is perfect for helping the fashion industry and busy fashion fans to stay refreshed and to get some of the vitamins they may need.

### **International Palladium Board**

International Palladium Board (IPB) is proud to sponsor The British Fashion Council (BFC) Rock Vault, now in its third successful season. BFC Rock Vault, is a unique showcasing initiative developed to nurture the creative, fine jewellery talent based in the UK. This season, ten designers have been selected to show at Rock Vault and will create a piece of fine jewellery in Palladium.

Extremely pure, and naturally hypoallergenic, Palladium is one of the scarcest precious metals in the world and since receiving its hallmark in 2010 has quickly established itself amongst the other luxury precious metals.

This magical white metal has the power to hold large gemstones in the most delicate of settings and each of the jewellers have created one of a kind earrings, which capture the metal's key attributes of lightness and strength.

### **Lavazza**

Lavazza, Italy's favourite coffee and purveyor of Italian style continues its long-standing relationship with London Fashion Week as it enters its second decade as an official sponsor. Lavazza will be fuelling the fashion elite as designers, stylists and style mavens descend upon the capital for a frenzied week of shows.

As well as showcasing its stylish capsule coffee machines, it will be offering the fashion pack an authentic Italian coffee experience in the Somerset House courtyard at The Lavazza Winter Garden. New for this season, this relaxing outdoor space offers an authentic Italian experience and is the place to go to refuel throughout the week. You can't miss Lavazza's shiny silver airstream!

### **LG**

LG's 6 Motion Direct Drive Technology is designed to deliver different washing motions to best care for even the most delicate fabrics, using a combination of unique drum motions. With the latest collections drawing on such a wide range of fabrics, 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 approximately 850 shows around the world. To get a 360° view of what’s going on in beauty this London Fashion Week including trends, technique, product and backstage insight – head to the M.A.C Lounge in the East Wing at Somerset House from Friday 15<sup>th</sup> February until Tuesday 19<sup>th</sup> February.

### **The May Fair**

The May Fair Hotel is proud to announce its status as the official hotel of London Fashion Week, for the sixth year running. The hotel is also delighted to launch an exclusive partnership with legendary shoe designer Manolo Blahnik whose illustrations and installations will feature in the May Fair’s windows from February 13<sup>th</sup>.

The May Fair is THE fashion hotel. An ideal location for industry stalwarts to conduct impromptu meetings, host events and off course the ultimate place for those looking for some respite from the relentless round of parties. The hotel has a stunning selection of world-class signature suites in which to showcase collections, fashion brands and more besides. Its plush portfolio of offerings also includes a stunning Penthouse, the Crystal Room, the Danziger Suite, the Quince Salon, plus a private cinema for special event screenings.

The London Fashion Week experience continues in the hotel’s Quince restaurant, where you can indulge in a designer treat with the Alice Temperley Afternoon Tea.

For those who feel in need of some reviving spa time, the May Fair Spa has also created a number of new treatments, designed to deal with LFW fatigue.

For further information please visit <http://www.themayfairhotel.co.uk/fashionweek>

Contact: Helen Davies / Astrid Templier at Mason Williams on 0845 0941 007

## **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).

Contact: Debbie Hull at Mercedes-Benz: [debbie.hull@daimler.com](mailto:debbie.hull@daimler.com) / +44 (0) 1908 301313

Sheena Hamilton at Mercedes-Benz: [sheena.hamilton@daimler.com](mailto:sheena.hamilton@daimler.com) / +44 (0) 1908 301330

## **Scavi & Ray**

As official supplier, SCAVI & RAY celebrates fashion highlights and sparkling moments in London!

The countdown has started for the presentation of the autumn/winter 2013 collections at London Fashion Week! From the 15<sup>th</sup> to 19<sup>th</sup> of February the renowned Somerset House will once again transform itself into a buzzing, vibrant and glamorous "creativity-hub" hosting the who is who of the international fashion scene. As exclusive supplier, SCAVI & RAY will present sparkling highlights to the many designers, buyers, journalists, and creative minds who savor the glamour, fashion and style of the exceptional venue.

What better source of inspiration could there be, as London currently ranks as one of the world's "Big Four" Fashion Weeks - alongside Paris, Milan and New York. SCAVI & RAY is looking forward to celebrating this year's fashion highlights and enjoying many sparkling moments at London Fashion Week!

SCAVI & RAY | A sparkling taste of fashion.

For daily updates please check: <https://www.facebook.com/scaviray>

Find more details under: <http://www.scavi-ray.com/en/>

<http://www.londonfashionweek.co.uk/sponsors.aspx>

Press contact: [press-dept@scavi-ray.it](mailto:press-dept@scavi-ray.it) | [www.mbg-online.net](http://www.mbg-online.net)

[www.facebook.com/scaviray](http://www.facebook.com/scaviray) | [www-scavi-ray.it](http://www-scavi-ray.it)

## **Toni & Guy**

Always at the forefront of fashion, the TONI&GUY Session Team are embarking on their 18<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:

Leonie Flynn, Senior PR Coordinator

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### **Topshop**

Topshop has confirmed it's commitment to supporting emerging talent for a further 10 years through the British Fashion Council run NEWGEN initiative. The scheme which started back in 1993 with Topshop becoming the sole sponsor in 2001, has launched the careers of some of London's most iconic design talents such as Christopher Kane, Mary Katrantzou, JW Anderson, Alexander McQueen, and Simone Rocha to name a few. Topshop also run the Topshop Show Space, which offers a stand-out Fashion Week home including full production, giving the brightest talent a unique platform for their on-schedule show in front of the world's media and buyers. Topshop is proud to be the single biggest supporter of emerging fashion talent in London, and cementing this is the on-going collaboration with Fashion East, which first began around 10 years ago.

Topshop has worked with the Northwestern Corporation to create the NEWGEN badges, designed by the Autumn/Winter 2013 crop of NEWGEN designers. Northwestern® machines are known the world over for their superior quality, longevity, and ease of operation. The company, which has imported it's machines specially for Topshop at London Fashion Week, has been at the forefront of the Bulk Vending Industry for over 104 years.

### **Triumph**

Returning for a second season, premium lingerie retailer Triumph, continue to work with the British Fashion Council supporting London Fashion Week as 'The Official Catwalk Lingerie Supplier', cementing their relevance to the fashion industry as fit specialists by supplying every on schedule designer with their key intimate apparel collections.

Alongside this, Triumph showcase the successes of their 127 year heritage through a unique 'underpinning style since 1886' exhibition in association with the BFC and Cat Callendar of The Daily.

This season also sees Triumph amplify the craftsmanship and tailoring behind their collections: charging a series of 'makers' from the likes of Matthew Williamson to their own TIA talent to create a bespoke piece of Triumph product showcased within their pop up space.

Further activities to be announced.

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)