



**PRESS RELEASE**  
**12<sup>TH</sup> AUGUST 2013**

**LONDON FASHION WEEK ANNOUNCES AN EXCLUSIVE PRODUCT SPONSORSHIP DEAL WITH TONI&GUY**

From September 2013, label.m, TONI&GUY's Professional Haircare range, is joining forces with the British Fashion Council in an exciting partnership deal.

It is the first time ever that London Fashion Week (LFW) has lent its name to a product line as part of an official product endorsement deal.

In this exclusive collaboration, the label.m Professional Haircare range will feature the official LFW logo on all its packaging.

The specially branded product will be sold in over 5,000 TONI&GUY and label.m appointed salons across 41 countries, providing an innovative new platform for connecting with international markets. The vast global reach that TONI&GUY and label.m can offer will give the UK's biggest fashion showcase even greater exposure abroad and access to new audiences in every corner of the world. A percentage of profits from the sale of each specially branded product will go back to the British Fashion Council in order to help ensure future support and growth for the British fashion industry, which is currently worth over £21 billion to the UK economy.

This collaboration cements a relationship that was established back in 2004, when TONI&GUY first became an Official London Fashion Week Sponsor. It also exemplifies TONI&GUY and the BFC's mutual drive to promote creativity, innovation and excellence, and their commitment to harnessing new marketing channels.

TONI&GUY and the BFC are leaders in their respective markets, and their close relationship serves to strengthen links between the worlds of fashion and hairdressing. Over the past decade, TONI&GUY Global Creative Director, Sacha Mascolo-Tar buck has nurtured TONI&GUY's relationship with the British fashion industry. Since 2004, the TONI&GUY session team has used label.m to style the hair for around 40 LFW fashion shows every season, including Giles, Jean-Pierre Braganza, Pam Hogg, E. Tautz, Todd Lynn and Hackett. This latest collaboration consolidates label.m's relationship with London Fashion Week and provides a fitting complement to TONI&GUY's 50<sup>th</sup> anniversary 'Hair-

Fashion–Heritage’ celebrations. Finally, and crucially, it embodies TONI&GUY’s continued commitment to supporting and promoting newly emerging as well as recognised British design talent.

The London Fashion Week label.m Professional Haircare range will be launched in the UK from September 2013 at London Fashion Week, and in TONI&GUY and appointed label.m salons, with a planned global roll-out during 2014.

**Caroline Rush, CEO, British Fashion Council:** *“This commercial collaboration marks a turning point in the way we have previously operated. By rolling out an exclusive branded product, we will be directly engaging with the consumer and sharing the London Fashion Week ‘behind-the-scenes’ expertise with the global market. With its emphasis on innovation and education, the sensibilities behind the TONI&GUY brand make this the perfect partnership for us.”*

**Jenico Preston, Head of Sponsorship, British Fashion Council:** *“We want to ensure that we’re leading the global fashion industry by identifying and developing new ways in which to leverage commercial value from the London Fashion Week brand. This collaboration with label m. allows us to increase our exposure and raise valuable revenue that can then be invested back into the growth of UK designer businesses.”*

**Sacha Mascolo-Tarback, Global Creative Director, TONI&GUY:** *“I am extremely proud of our close association with the British Fashion Council and the fact that we are approaching a ten-year anniversary of supporting emerging, as well as existing design talent. It gives me great pleasure to be able to extend the partnership in a way that now involves our product line, and which is a first within the industry.”*

**James Tarback, Global Brand Director, TONI&GUY:** *“It’s always a joy to work with a body who are open to embracing and implementing new ideas and concepts. Our new initiative builds on TONI&GUY’s current LFW sponsorship to include a brand-endorsing element with label.m, and is also a fantastic way to highlight 50 years of TONI&GUY as a global story.”*

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### **EDITOR'S NOTES**

1. 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, and links with industry through Design Competitions and Graduate Preview Day. Talent identification and business support schemes include the BFC Talent Launch Pad; BFC Fash/On Film sponsored by River Island; BFC Headonism; BFC Rock Vault; BFC/*Vogue* Designer Fashion Fund; Estethica; Fashion Forward sponsored by eBay Fashion and the Mayor of London; NEWGEN sponsored by Topshop and NEWGEN MEN sponsored by Topman. Showcasing initiatives include London Fashion Week, London Collections, 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.
2. label.m Professional Haircare is a range of over 60 'edge driven' Professional Haircare products focused on 'Fashion meets Iconic Styling'. Developed by the award-winning TONI&GUY International Artistic Team, led by Global Creative Director Sacha Mascolo-Tarback, label.m is part of the prescriptive ethos of the '4 C's Collection': Cleanse, Condition, Create, Complete.
3. 'label.m Professional Haircare, Official Haircare Product, London Fashion Week TM' is the official logo that will appear initially on a select number of products from September 2013, appearing on the whole range during 2014.
4. TONI&GUY runs 23 academies around the world that educate and inspire new generations of emerging hairdressing talent through tailored training schemes.