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HOLLY FULTON

BRITISH FASHION COUNCIL  
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FORWARD

## HOLLY FULTON FOR EBAY

Fashion Forward designer Holly Fulton launches Autumn / Winter 2013 capsule collection on eBay for London Fashion Week

To celebrate eBay's sponsorship of Fashion Forward at London Fashion Week, one of the world's largest marketplaces is to partner with designer Holly Fulton to offer a special capsule collection. The exclusive edit will give consumers the chance to own seven premium pieces from her Autumn / Winter 2013 collection, inspired by 70s art school rockers and seductive muses.

The collection will launch on [www.eBay.co.uk/Holly](http://www.eBay.co.uk/Holly) from midnight on Tuesday 10<sup>th</sup> September until midnight on Wednesday 18<sup>th</sup> September and includes four limited edition items exclusively available on eBay; the statement Jake cotton sweatshirt in black and Jake cotton t-shirt in crème - screen-printed with a snake and heart-motif, and the Beatrice & Patti necklaces - two art deco-inspired chokers that contrast a graphic design with the pixelated effect of Swarovski crystals.

Three further signature items from Holly Fulton's Autumn / Winter 2013 collection will be available, including the Hearty necklaces in black and red and the statement Blair sweatshirt – featuring a playful Bear & Heart screen-printed motif.

The partnership reflects eBay's sponsorship of the British Fashion Council's Fashion Forward initiative which aims to support the business development of rising UK based designers. 2013 recipients are Holly Fulton, David Koma and Michael van der Ham.

"I'm a huge eBay fan so it was a great opportunity to be asked to pair with them for London Fashion Week. I'm excited to see how our pieces are received in an online platform and it's fantastic to have the chance to connect with such a broad and diverse consumer base. All the pieces incorporate our signature graphics and encapsulate the spirit of the AW season", comments Holly Fulton.

Melanie Smallwood, Head of eBay fashion brands says "We are delighted to be hosting Holly Fulton on eBay throughout London Fashion Week. The partnership is testament to Holly's commercial potential and is part of our commitment to championing British-based creative talent in partnership with the British Fashion Council."

Collection items are priced £70 - £120 and will be shipped free to anywhere in the UK. The full pricing details are as follows:

- Blair Sweatshirt £120
- Jake Sweatshirt £120 (exclusive to eBay)
  - Jake T-Shirt £85 (exclusive to eBay)
- Hearty Crystal Necklaces (available in red and black) £95
  - Beatrice Necklace £100 (exclusive to eBay)
  - Patti Necklace £70 (exclusive to eBay)

– Ends –

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For more information please contact Hugh Gallagher at Exposure on 020 7907 7145 or email [hugh.gallagher@exposure.net](mailto:hugh.gallagher@exposure.net)

#### **eBay in the UK**

eBay delivers one of the world's largest online marketplaces to customers via any connected device, connecting people with the things they need and love. Founded in 1995 and opening in the UK in 1999, eBay has almost 19 million unique visitors per a month in the UK and Ireland. Around 70% of listings are for new, fixed-price items and the UK site is home to more than 100 top brands and retailers.

eBay, Inc. enables commerce by delivering flexible and scalable solutions that foster merchant growth through its eBay Marketplaces, PayPal and eBay Enterprise brands. For more information visit [www.ebayinc.com](http://www.ebayinc.com)

#### **British Fashion Council – Fashion Forward**

Fashion Forward, sponsored by eBay Fashion and supported by the Mayor of London, was established in 2006 to provide funding to talented emerging British designers showing at London Fashion Week and London Collections: Men. As well as the funding towards their catwalk show, selected designers also have access to structured mentoring support to help develop their businesses.