



PRESS RELEASE
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**LONDON
FASHION
WEEK**
14-18 FEBRUARY 2014

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**WETRANSFER AND BRITISH FASHION COUNCIL DRAW UP COLLABORATION WITH
ILLUSTRATOR DAMIEN CUYPERS AT LONDON FASHION WEEK**

During [London Fashion Week](#), free file-sharing service, [WeTransfer](#), will showcase the work of leading illustrator, [Damien Cuypers](#), as part of a collaboration with the [British Fashion Council](#). From global iconic fashion houses Burberry Prorsum to Mathew Williamson, WeTransfer will showcase a unique view of the major shows, brought to life through Cuyper's vibrant illustrative style.

Caroline Rush, Chief Executive, British Fashion Council, commented: "WeTransfer is an integral platform for anyone working in a fast paced creative industry so it's fantastic that while users all over the world are sharing files we will be able to share a slice of the London Fashion Week action, uniquely captured by Cuyper's distinctive and energetic sketches".

London Fashion Week is Britain's biggest biannual showcase of womenswear attracting over 5,000 visitors, including press and buyers from over 50 countries. The five day event will include over 80 catwalk shows and presentations from some of the brightest names in the fashion industry and will also showcase 150 emerging and established ready-to-wear collections at the Designer Showrooms.

Nalden, co-founder of WeTransfer comments: "Partnering with and supporting the creative industries has always been our thing so it's amazing to kick off London Fashion Week with the British Fashion Council. We have worked to showcase designers, musicians and fine artists and we know that WeTransfer is equally popular within the fashion industry which is why this partnership makes so much sense. Damien's style of illustration aligns perfectly with the design and feel of our service. His drawings will make our curated user experience even better and bring a unique view of London Fashion Week to our global audience."

To see Damien Cuyper's illustrations from London Fashion Week, please visit:

www.wetransfer.com 15th - 17th February 2014

-ENDS-

Interviews and further comment can be provided on request

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WeTransfer is a leading file sharing service based out of Amsterdam, providing a uniquely creative space for people to share files. Launched in 2009 by Bas Beerens and Nalden, WeTransfer was borne out of a simple need to provide a solution for people to send large files easily. The service now has 18 million monthly active users and prides itself on its simplicity. The founders' desire of producing "something their parents could use" has led the WeTransfer team to a service without the complications of logins, signup forms, data capture and banner advertising.

WeTransfer is completely free when sending files of up to 2GB in size, or users can sign up to WeTransfer Plus for €10 a month to make 10GB transfers to multiple recipients alongside receiving 50GB of storage space and the ability to personalise and secure a channel.

Instead of plastering the site with intrusive banner ads, the team has created a backdrop of curated wallpapers provided by a wide community of artists, illustrators, filmmakers, photographers and brands. The result is an enriched user experience to a backdrop of beautiful images. WeTransfer puts the love back into advertising.

Start using WeTransfer immediately at: www.wetransfer.com/

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 Fash/On Film sponsored by River Island; BFC Rock Vault; BFC Headonism; 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

Damien Florébert Cuypers is a Paris-based illustrator working predominantly with pastel and crayon to create dynamic and pleasing portraits. Alongside completing studies of attendees at Frieze Art Fair and London Fashion Week, Damien has also previously worked on projects for clients including Apartamento, Fairy Tale and New York magazines.