



EMBARGOED UNTIL 10:00 AM ON 3 AUGUST 2011

Vodafone to Partner with Acclaimed British Designer, Richard Nicoll

Two season relationship will offer exclusive access to the world of high fashion for Vodafone customers

Today, Wednesday 3 August, Vodafone UK is entering into an exclusive two-season partnership with world renowned British designer, Richard Nicoll. Vodafone will work with Richard Nicoll across Spring/Summer '12 and Autumn/Winter '12 to give Vodafone customers access and the chance to meet Richard backstage after his London Fashion Week show.

Kicking off in September 2011, when London becomes the fashion capital of the world, this partnership underlines Vodafone's commitment to its customers and support for British fashion.

Danielle Crook, Vodafone's UK Director of Brand Marketing, said today: *"Richard Nicoll is one of the hottest designers operating at the forefront of British fashion today - he was a natural fit for this partnership. His sharp tailoring, grown-up minimalism and fresh designs have attracted a cult following both inside and outside the fashion world and we are thrilled to be working with him. Through this partnership we can give our Vodafone VIP customers a truly exclusive fashion experience at Richard's catwalk show at London Fashion Week."*

Richard Nicoll said: *"I feel excited to be a part of the new wave of British designers that are injecting energy into London Fashion Week. As a group, we are moving from strength to strength and I'm thrilled to partner with Vodafone in order to offer their customers an insight into our world. Fashion has a strong cultural influence in Britain so partnering with a brand as prevalent as Vodafone feels both natural and directional."*

On September 8 Richard and Vodafone will team up for the Vogue's Fashion's Night Out kick-off event at Asprey, as part of Vodafone VIP, 10 lucky Vodafone customers will win the chance to attend this fashion event of the year. The whirlwind night will also include a special appearance by Richard at the flagship Vodafone store in the West End, where he will be personalising limited edition products for Vodafone customers.

Hot on the heels of Fashion's Night Out is London Fashion Week and this year, Nicoll's Spring/Summer '12 show, sponsored by Vodafone is one of the most anticipated events on the schedule.

The partnership will also see Richard and the Vodafone innovation team working closely to design an on trend accessory that fuses technology and cutting edge design to deliver a truly pioneering fashion product that will be showcased in Nicoll's Autumn/Winter 2012 runway show.

Richard said: *"What we are planning is an exciting technological challenge. I'm hoping what we produce will be both beautiful and functional."*

Whether you're into fashion, festivals or Formula 1™, you can get tickets into some of the Britain's best events. Vodafone VIP is a way of saying thank you for being a Vodafone customer. All Vodafone customers can register for Vodafone VIP by going online to www.vodafone.co.uk/vip

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