

news release



15 August 2012

Vodafone UK Announces Partnership With Acclaimed British Designer, Mary Katrantzou

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

Today, Wednesday 15 August, Vodafone UK is entering into an exclusive two-season partnership with pioneering designer, Mary Katrantzou. Vodafone will work with the British Fashion Awards Emerging Talent Award winner - Katrantzou across Spring/Summer '13 and Autumn/Winter '13. The collaboration will offer Vodafone customers access to her innovative catwalk show as well as the chance to meet her backstage at London Fashion Week..

Kicking off in September 2012, when London becomes the fashion capital of the world, the partnership underlines Vodafone's commitment to its customers and support for British fashion following on from previous partnerships with acclaimed LFW designers, Richard Nicoll and Christopher Kane..

Danielle Crook, Vodafone's UK Director of Brand Marketing, said today: "Mary Katrantzou is one of the most exciting designers in British fashion today - she was a natural fit to help us continue our involvement in fashion. Her bold graphics and iconic designs have attracted a cult following from every part of the fashion world and we are thrilled to be working with her. For us, this means we can give our customers a unique fashion experience at Mary's catwalk show during London Fashion Week."

Mary Katrantzou said: "I am excited to be working with Vodafone, as a brand they have really cemented their credibility and support within the fashion industry over the past few seasons. Their innovation elements really appeal to me and it felt a natural fit to join forces. I'm really looking forward to be able to widen the fashion net to their customers and bring them to the front line of fashion week."

The partnership will kick off with Mary Katrantzou's Spring/Summer '13 show, sponsored by Vodafone which will undoubtedly be one of the most anticipated events on the schedule. Further details on the partnership will be announced later in 2012.."

In addition to the designer partnership, Vodafone will continue to innovate during London Fashion Week with the mobile phone recharging front row returning to the BFC show space and pop-up re-charging points throughout the Somerset House venue."

Vodafone UK

Vodafone House, The Connection, Newbury, Berkshire RG14 2FN, England
www.vodafone.com

Vodafone UK Media Relations Telephone: +44
(0) 1635 666777

news release



Page 2 of 2

Feel like a VIP with Vodafone

With Vodafone VIP, customers get fabulous experiences in motorsport, festivals and fashion. From track days, 48 hour early access to the hottest festival tickets and the chance to go to London Fashion Week and Vodafone London Fashion Weekend, everyone can feel like a VIP with Vodafone. All Vodafone customers can register for Vodafone VIP by going online to vodafone.co.uk/vip

-ends-

For further information:

Vodafone UK Media Relations
Telephone: 01635 666777

<http://mediacentre.vodafone.co.uk/>