

# LONDON FASHION WEEK

PRINCIPAL  
SPONSOR  **vodafone**

**Press Release**  
**16<sup>th</sup> November 2011**

## **Vodafone UK becomes Principal Sponsor of London Fashion Week**

*Customers to get unprecedented access for the very first time to the world of high fashion*

Vodafone UK is to become the principal sponsor of London Fashion Week, starting in February 2012. The seven season partnership will allow Vodafone customers to get closer than ever before to the emerging trends as they unfold at London Fashion Week. Vodafone has been closely involved with London Fashion Week for the past three seasons in its role as official communications partner and title sponsor of London Fashion Weekend.

Starting from London Fashion Week this February, as all eyes fall on the London catwalks, customers have even more opportunity to get a money can't buy experience. As part of Vodafone VIP, customers will be able to win tickets to all catwalk shows taking place at the official BFC Catwalk Show Space, Somerset House. Vodafone customers will benefit from an exclusive viewing platform for the shows offering a great view of the runway as well as a VIP lounge for an intimate experience of London Fashion Week.

**Caroline Rush, CEO of the British Fashion Council**, said today: *"Vodafone understand innovation. Through this partnership with London Fashion Week, British Fashion Awards and Vodafone London Fashion Weekend they will be supporting our innovative talent whilst providing unique opportunities and access for their customers to experience fashion."*

**Danielle Crook, Vodafone's UK Director of Brand Marketing**, said: *"From Haute Couture to high street trends, our customers tell us that fashion is one of their great passions. Through this exciting extension of our partnership with London Fashion Week we're looking forward to giving them even greater access to the heart of the British fashion world."*

Vodafone UK will continue to be title sponsor of Vodafone London Fashion Weekend and sponsor of the British Fashion Awards.

Whether you're into fashion, festivals or Formula 1™, you can get tickets into some of the Britain's best events. Vodafone VIP is Vodafone's way of saying thank you for being a customer. All Vodafone customers can register for Vodafone VIP at [vodafone.co.uk/vip](http://vodafone.co.uk/vip).

The British Fashion Council is to announce their continued and growing relationship with Canon and thank them for all of their support to date. Exciting plans will be revealed over the forthcoming weeks.

**-ENDS-**

**EDITORS 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, links with industry through Design Competitions and Graduate Preview Day. Talent identification and business support schemes include Esthetica; BFC/Elle Talent Launch Pad; NEWGEN sponsored by Topshop and NEWGEN MEN sponsored by Topman; Fashion Forward sponsored by Coutts & Co and the BFC/Vogue Designer Fashion Fund. Showcasing initiatives include London Fashion Week, LONDON show ROOMS and the BFC/Bazaar Fashion Arts Foundation. The British Fashion Awards are the annual celebration of excellence in the fashion industry and will be held on November 28<sup>th</sup> November 2011.
2. London Fashion Week is organised by the British Fashion Council.