



MEDIA RELEASE

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OXFORD STREET'S HIGH STREET FASHION WEEK
PRESENTED BY METRO IS BACK WITH A BOOM

5 - 9 September 2011

Fashion fever will once again grip London's West End this September as the UK's fashion flagships celebrate Oxford Street's High Street Fashion Week presented by Metro (5 - 9 September) for the third consecutive year running.

With a fash-packed week-long calendar of events, the heavyweights of the High Street will be treating shoppers to exclusive celebrity parties, amazing fashion trunk shows, must have promotions, style tutorials and exclusive product offers. An exciting new partnership with London College of Fashion will also see the world famous institution host a Flexible Forum, for budding fashionistas looking to find a way into the fast paced industry.

High Street Fashion Week presented by Metro will once again put Oxford Street on the fashion map, reinforcing its position as the high street fashion capital of the world and proving that there is no better place to shop than London's West End.

Metro is the official media partner of High Street Fashion Week. Metro will feature bespoke editorial fashion and beauty content with competitions and promotions and will

host events throughout the week. Further details of Metro's plans for High Street Fashion Week will be released in due course.

This year's campaign has a strong social media buzz, meaning shoppers and fashion fans will be able to get up to the minute news and gossip on exclusive events, new season collections and fashion prizes. All this will be accessible via the brand new Oxford Street W1 Twitter page (twitter.com/OxfordStreetW1) and Facebook page (www.facebook.com/OxfordStW1 - where followers can also win the opportunity to spend a day with a celebrity stylist).

RETAILER ACTIVITY AND EVENT SCHEDULE 5-9 SEPTEMBER
MONDAY 5 SEPTEMBER
<ul style="list-style-type: none"> ➤ A spectacular fashion stunt will pop up in London's Oxford Circus to kick off the most exciting shopping event of the year. A burst of colour showcasing the high street's autumn winter fashion collections, the dare devil stunt will shock and amaze onlookers. ➤ Bennetton will be offering 10% off when shoppers spend £50 or more in store. ➤ Selfridges will be hosting a designer lecture with Cheap Monday's designer to launch their new amazing denim line. ➤ John Lewis will be launching its new and exclusive Osman Yousefzada for John Lewis collection in its brand new Fashion Pavilion structure, designed by Grimshaw architects. ➤ MOSS will be running a competition whereby one lucky groomsman can win free suit hire for an upcoming wedding.
TUESDAY 6 SEPTEMBER
<ul style="list-style-type: none"> ➤ Following their successful fashion series, 'Style The Nation' with Channel Four's T4; New Look will be hosting a super shopper styling evening with winner Sara Wilson. Barbara Horspool, New Look's Creative Director, will also be on hand to offer tips and tricks. Shoppers will be treated to an on the night in store 20% discount and complimentary Gallo wine. ➤ London College of Fashion's Flexible Factory pop up shop in The Plaza will showcase the exceptional work of those enrolled on a part time course at the LCF. Showing how fashion can be accessible to all, the pop up will turn into a Flexible Forum on Tuesday 6 September for all those looking to find a way into the fashion industry. Industry professionals and lecturers will be on hand to offer advice and answer questions.
WEDNESDAY 7 SEPTEMBER
<ul style="list-style-type: none"> ➤ Never seen on the high street before and tapping into the new fashion craze that is Vlogging (Video Blogging), Selfridges will host an exclusive Vlogging Booth for one day

only whereby shoppers are invited to video blog about their best high street purchases that day and discuss their favourite style icons. Bare Escentuals make up will be offering Vloggers mini make overs before their five minutes of fame.

- To celebrate **People Tree's** new book, 'Naked Fashion' - **John Lewis** will be hosting a star studded launch party at their Oxford Street Flagship store on Wednesday evening. Brimming with celebs and fashionistas, the event will celebrate sustainable fashion on the high street.

THURSDAY 8 SEPTEMBER

- **Vogue's Fashion Night Out** will see retailers host fantastic shopper events. For more information on who is doing what – please visit our facebook page for updates, www.facebook.com/OxfordStW1.

FRIDAY 9 SEPTEMBER

- To celebrate their new personal shopping lounge and VIP area, **TOPMAN** will be hosting an exclusive reader evening to celebrate Menswear day. Shoppers will be treated to complimentary fashion advice and 10% off beers, pretzels and snacks when they bring in a copy of Friday's METRO. They will also receive a gift from TOPMAN's new grooming range.
- Jewellery designer of the moment **Fiona Paxton** will be in store to host a designer trunk show to introduce shoppers to her new and exclusive range for **John Lewis**. Fiona will teach shoppers how to accessorise for the new season with her statement jewellery.

To keep up to date with all activity being planned, visit www.oxfordstreet.co.uk from 1 September.

For live news and updates on events and offers, follow us on Facebook, www.facebook.com/OxfordStW1 and Titter, twitter.com/OxfordStreetW1.

FOR MORE INFORMATION OR IMAGES PLEASE CONTACT LUCY HEMELRYK or DEBRA GLUCKSMAN AT RAIN UK ON:

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Notes to Editors

More Information on New West End Company:

New West End Company is a company dedicated to driving forward London's West End as the world's top shopping destination. It is supported and run by major retailers and property owners in Bond Street, Oxford Street and Regent Street.

New West End Company ensures the ongoing commercial success of the area by promoting the district, delivering street management services and funding public realm projects to improve the shopping environment. It is a leading partner in the biggest regeneration programme of London's West End in its history. Find out more at www.newwestend.com

200 million visitors travel into the West End each year. Of these visitors 25% are from overseas and a further 21% are from outside of London.

Oxford Street was named best destination in the Visit London awards 2007 & 2008.

London's West End is the world's top shopping destination, with a world-class mix of 600 shops, 40 renowned theatres, 30 museums and galleries, 17 Michelin star restaurants and 7 tranquil green spaces.

About Metro

Metro is the UK's third largest national newspaper. 1.4m copies are distributed every weekday morning across 50 UK cities. Read by 3.4 million readers, Metro is the number 1 choice for urbanites, 18-44 year old, professional workers in urban areas. 97% of copies are self selected by readers between 6 and 10am every weekday morning at the start of the commute. An electronic version of Metro is also available every day online at www.metro.co.uk/e-metro and you can keep up to date with news, sport, and showbiz on your iPhone and iPad, via a free universal app from Metro.