

Press release: March 2017



7 — 9 JULY, LIVERPOOL

IN ASSOCIATION WITH **alcatel**

British Style Collective

New fashion festival unveils 2017 campaign



British Style Collective presented by The Clothes Show, in association with **Alcatel**, has revealed its all-new campaign for 2017 along with a first look at what's in store for the hotly-anticipated launch this summer. Exciting collaborations have been announced with **Liverpool ONE**, **Graduate Fashion Week**, and **Wayne Hemingway's** new fringe event – **Fine Tuned**; while **Oasis**, **Monsoon** and **Elemis** lead the brand line-up for the shopping halls. **River Island** will also be bringing their Style Studio experts along with a sneak peak of their new collection and exclusive offers!

Taking place from 7-9 July, British Style Collective will embrace some of Liverpool's most iconic landmarks as part of a citywide event, boasting trend-led catwalks, unrivalled shopping and exclusive stage content featuring some of the most sought-after names in fashion, beauty and entertainment. Visitors will be guided through their weekend in style with standout city dressing encompassing the whole city. Celebrations will continue into the early hours with bustling nightlife and music, including an invitation-only designer presentation in **Liverpool Anglican Cathedral** on the Saturday night.

Whether in search of summer wardrobe must-haves or the latest hair and beauty products, visitors can expect a truly immersive shopping experience. **River Island**, **Oasis**, **Elemis**, **Andrew Collinge**, **Monsoon** and **Accessorize** will join a line-up of more than 300 high-street, online and boutique brands in **Exhibition Centre Liverpool**. A whole host of new and luxurious feature areas will add to the shopping buzz, including the **Expert Studio** and **Digital Catwalk & Bubbles Bar** courtesy of the show's official drinks partner, **Halewood Wines & Spirits**. While the leading gin brand in their portfolio,

Liverpool Gin will host a pop-up bar at St George's Hall in the picturesque surrounds of St Johns Gardens. Visitors can also take advantage of the stylish gin garden at the Hilton Hotel.

At the heart of the action, the city's hit music station **Capital Liverpool** will host the iconic **Alcatel Fashion Theatre** for two show-stopping performances each day in its new home, **Echo Arena Liverpool**. Capital Liverpool presenters will be on hand to get the crowds roaring with an exclusive set before welcoming flawlessly styled models and dancers by the **TIGI International Creative Team**, the official backstage hair partner, to the stage for an hour-long fashion-meets-music spectacle: **Rock the Runway**.

The impressive arena will also showcase the hottest looks on the high-street this summer in a dedicated trends report brought to you by **Liverpool ONE**, where the fashion-savvy audience can then shop the looks straight from the catwalk. The super stylish shopping destination will also play home to exclusive pop-ups, in-store events and master classes across the three days.

From high-street to high-end, the breathtaking architecture and finesse of **St George's Hall** will offer the perfect setting for designer catwalks and trend presentations. Fashion stylist and broadcaster **Antonia O'Brien** will host a series of Q&As and 'audiences with' industry experts from across the fashion and beauty realm, including *Glamour's* editor **Jo Elvin**.

Designer showcases from the likes of London label **Sorapol** and Liverpool's very own **Philip Armstrong** will take to the runway of St George's Hall, followed by live interviews with the creative masterminds behind the collections, hosted by **Hilary Alexander OBE**.

Albert Dock Liverpool, the city's cultural and leisure epicentre, will pay homage to both iconic styles of a bygone era and future trends as **HemingwayDesign** – founded by Wayne and Gerardine Hemingway – bring their newly created festival to British Style Collective, **Fine Tuned**. Visitors can expect fiercely independent designer makers, street food vendors, classic motors, vintage traders, and performers.

The show's **Creative Hub** will nod to the next generation with a one-day programme designed to inspire, nurture and educate budding young talent from across the country. Taking over the city's **Baltic Triangle** (Camp and Furnace, Constellations and Great Baltic Warehouse), four 'Imagination Rooms' will showcase graduate catwalk collections, design installations, creative talks and a behind-

the-scenes look at the breadth of career opportunities in the industry, led by **Professor Caryn Franklin MBE**.

Adding to the jam-packed education programme, **Graduate Fashion Week** will bring their acclaimed Gala Show to The Creative Hub of British Style Collective, offering aspiring designers a firsthand glimpse at the award-winning graduate collections of 2017.

Reading like a who's who in the world of fashion, British Style Collective in association with Alcatel is set to be the most stylish soiree of the year. The vibrant, fashion-forward campaign, shot across various locations in Liverpool, perfectly captures the essence of British Style Collective: a citywide fashion and beauty festival celebrating style, music, design and the creative arts on a scale like no other.

Tickets are currently on sale from just £25 plus a booking fee, with group bookings available for educational visits. For more information on British Style Collective presented by The Clothes Show, visit: www.britishstylecollective.com

Ends.

Press Contact

For more information and images contact: Kate Stafford or Sharon Good at Good Results PR
E: Kates@goodresults.co.uk | sharong@goodresults.co.uk
T: 0203 397 5180 | M: 07901 553 854

Notes to Editors

Tickets

Tickets are currently on sale and available at www.britishstylecollective.com or by calling the Ticket Quarter on: 0844 8006606

General ticket prices start at £25, with deLuxe tickets from £40.
Student tickets are available for NUS members, starting from £20.
Booking fees apply.

Education packages and group booking are available, please call: 0844 355 0397 or email groups@ticketquarter.co.uk

About The Campaign

The 2017 campaign envisages the vibrant atmosphere set to take over Liverpool this summer during British Style Collective, with groups of friends soaking in the festival vibes and shopping experience throughout the city. Colourful styling encapsulates two key looks for SS17, with a mixture of high-street and designer clothing featured on the four models, shot against the backdrop of Liverpool's dockside Titanic Hotel, and Camp + Furnace, one of the locations for the show this year.

Models:

- Christian Williams, 26 from Liverpool
- Annabeth Murphy-Thomas, 23 from London
- Rachel Bowler, 23 from Loughborough
- Mia O'Grady, 17 from Birmingham – scouted at The Clothes Show by Select Model Management

Creative Team:

- Creative Director: Andy Turner
- Head Stylist: Karl Willett
- Photographer: Graeme Hill
- Hair Stylist: Karl Mathers, Bleach Hair Spa Liverpool
- Make-up Artist: The Make Up Artist Studio

About Alcatel

Alcatel branded devices from TCL Communication deliver innovative, feature-rich experiences that make access to today's mobile technology simple; offering a diverse portfolio of value-packed products equipped with the technology people want most. Its products and solutions resonate with millennial and Gen Z consumers with a simple, personal, authentic and fun approach. By combining an understanding of local markets and control of the end-to-end manufacturing process, **Alcatel** branded devices from TCL Communication delivers customized user experiences with innovative, feature-rich, high-performance mobile devices that allow consumers to explore and amplify the joy in the everyday. TCL is a registered trademark of TCL Corporation. All other trademarks are the property of their respective owners. **Alcatel** is a trademark of Alcatel-Lucent used under license by TCL Communication. For more information, please visit www.alcatel-mobile.com

About Albert Dock Liverpool

Over six million people visited Albert Dock in 2016, thanks in part to a renewed event programme, and the Dock's colourful array of world-class galleries, museums and attractions (Tate Liverpool, the Beatles Story, Merseyside Maritime Museum, International Slavery Museum, Mattel Play! Liverpool and Magical Mystery Tour), restaurants, bars, cafes and hotels.

Home to the largest group of Grade I listed building in the country, Albert Dock Liverpool is situated on Liverpool's iconic UNESCO World Heritage waterfront, within walking distance of ACC Liverpool, Exhibition Centre Liverpool, Liverpool ONE and Liverpool Cruise Terminal - putting it at the heart of the city's thriving visitor economy.

For more information about Albert Dock Liverpool, please visit www.albertdock.com - or join us on Facebook, Instagram and Twitter #AlbertDock.

About Liverpool ONE

Liverpool ONE is one of Europe's leading retail and leisure destinations, set in the heart of Liverpool city centre. Built around the existing streets of Liverpool, the 1.65million sq ft contemporary open-air complex is a stylish must-see destination for those who love to shop, eat, drink and relax.

Liverpool ONE includes over 160 stores, bars and restaurants, a fantastic 14 screen cinema, an indoor adventure golf course and a five-acre park. Stores include high street favourites such as Topshop, Victoria's Secret, Hollister, the North West flagship store for Zara, together with John Lewis, including the Charlotte Tilbury concession.

Peter's Lane, Liverpool ONE's designer fashion hub, is the home of big brand style. It plays host to stores including Michael Kors, The White Company, Reiss, Ted Baker London, Karen Millen and Flannels. You'll also find the first Beauty Bazaar, Harvey Nichols in the UK, it's the ultimate luxury beauty experience and one-stop destination for all things beauty.

"Liverpool ONE - more recommended than any other shopping destination (in the UK)*"

*From a survey of 83,000 people taken between 27 June - 17 July 2016, Liverpool ONE achieved an NPS of 73% when asked the question 'How likely are you to recommend this centre to your family/friends on a scale of 1-10?'. (versus 32% for in town centres and 49% for regional malls)

For more information on Liverpool ONE please visit: WWW.LIVERPOOL-ONE.COM/EVENTS/BRITISH-STYLE-COLLECTIVE/

Facebook: www.facebook.com/LiverpoolONEOfficialPage

Twitter: @Liverpool_ONE

Instagram: LIVERPOOL_ONEOFFICIAL

About Halewood Wines & Spirits

Halewood Wines and Spirits is the UK's largest independent alcoholic drinks manufacturer and distributor. Still family owned and based in Merseyside, Halewood has a comprehensive product range covering all drinks categories, including wines, spirits, beers, ciders, and bottled water. The key brands include award-winning Whitley Neill Gin, J.J. Whitley Gin and Vodka, Liverpool Gins and Vodka, Marylebone Gin, Bajan Rum Sixty Six, Crabbie's Alcoholic Ginger Beer, The Pogues Irish Whiskey, and Red Square Vodka.

www.halewood-int.com