

Press Release  
January 2009

CLOTHES  
SHOW  
LONDON  
29-31 MAY 2009 EXCEL LONDON

# Clothes Show London

ExCeL London

29 – 31 May 2009



The world's largest fashion and beauty event arrives in the capital for the first time - Clothes Show London will arrive in May 2009 in consummate style

Leading fashion and beauty brands; a **2,500** seat **Fashion Theatre** and a host of celebrity and expert appearances over three days – the inaugural **Clothes Show London** looks set to launch with panache. Taking place at the **ExCeL Exhibition and Conference Centre from 29 – 31 May 2009**, Clothes Show London will be a mecca for every aspiring fashionista - offering a unique experience of shopping, indulgence, celebrity expert advice, catwalk shows and trend reports for the UK's largest fashion city.

Visitors will be able to shop across an outstanding selection of high street, designer and boutique outlets; as well as sample a unique selection of hair and beauty products – before taking in a fashion show extravaganza at the **Fashion Theatre**; on one of the largest catwalks in the world.

The **Jessica Natural Nail and Champagne Bar** is the quintessential 'Carrie Bradshaw' spot – get your nails done with your girlfriends, whilst sipping champagne, and then head over to the **Designer Beach in association with Company** – a stunning re-creation of 'Voile Rouge' from the glamorous beach resort St Tropez. Alternatively, visitors can chill out to Buddha Bar beats **Bar Maroc**, designed to re-create the vibe of a Moroccan lounge.

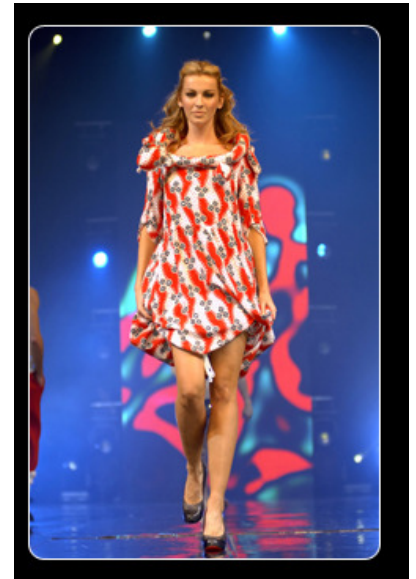
**The Expert Studio** will offer visitors an exclusive opportunity to learn the secrets of celebrity gurus in the fields of fashion, beauty, lifestyle, nutrition and wellbeing. Whilst the **Style Stage** situated at the heart of the show will offer visitors the latest advice, tips and style secrets from the ever-changing fashion world.

There will also be a whole host of make-up and hair demonstrations presented by top celebrity hair dressers and make-up artists showing you exactly what you need to know for the perfect pout or that head-turning hairstyle.

The inaugural Clothes Show London is recognised across the fashion and beauty industry's experts and magazines receiving unprecedented support from the stylish **Look** magazine, fashion trade publications

**Diary and Drapers.** VTCT is the specialist awarding body for hair and beauty and offers arrange of nail services qualifications.

The event will also see the winners of the inaugural **The Clothes Show Style Awards, The Clothes Show Nail Awards, The Clothes Show Make-up Artist of the Year Award, The UK Beauty Awards and The British Textile Awards** announced across the weekend. The awards support emerging and established fashion industry talent alike; with each award hosting a selection of categories to celebrate the industry's renowned products and experts.



*“This is just what London has been waiting 20 years for.”* comments **Gavin Brown, Managing Director of Haymarket Exhibitions**; *“We have grown in 20 years, to become the largest fashion and beauty event in the world – which is no mean feat. Over the course of 20 years, we’ve mirrored and reflected UK style – and we look forward to coming to the capital.”*

*“Think new-look Clothes Show. Think London Fashion Week meets vintage bargains, meets the latest beauty products, meets champagne, meets cute male models.”* comments **Louise Roe, Fashion Presenter** *“Now that’s a hotch-potch I’d like to be part of...”*

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## Highlights

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### Shopping

Clothes Show London will feature an outstanding range of fashion brands and latest collections. With something for every taste, the show offers a mixture of high street names, boutique brands, vintage inspirations, designer collections and individual labels for true fashion lovers.

See brands such as Figleaves, Rocawear, Bravissimo, Specsavers, Rimmel London, B Never too Busy to Be Beautiful, Dahlia, Corsellis, Ducie, Anita’s Vintage Fashion Village, Orion, Love You Long Time, Siren, Fake Bake and Jessica Nails – who can also be found at Jessica Natural Nail and Champagne Bar.

E.FUNKHOUSER™ NEW YORK by Amway- who’s bold and imaginative make-up artistry inspires creativity and design globally - are the official sponsors of the show bag.

Models 1 are the Official Model Agency for Clothes Show London and will be scouting for the UK’s next top model.

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## **Style Stage**

The Style Stage at the centre of the exhibition floor will offer visitors the latest advice, tips and style secrets from the ever-changing fashion world. From trend reports by some of the most prestigious fashion experts around, to catwalk shows showcasing the latest trends in the industry.

There will also be a whole host of make-up and hair demonstrations presented by top celebrity hair dressers and make-up artists showing you exactly what you need to know for the perfect pout or that head-turning hairstyle.

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## **Expert Studio**

The Expert Studio offers a unique opportunity to get up close and personal with our collection of industry experts. The stage will host a selection of celebrity gurus in the fields of fashion, beauty, lifestyle, nutrition and wellbeing, allowing you to learn their secrets and ask any burning questions you have.

Set within the show, the stage is an intimate area of the show allowing the experts to speak directly to visitors and share their extensive knowledge on their dedicated field.

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## **Fashion Theatre**

The Fashion Theatre – ever popular in its NEC home – will relocate and be recreated in London. Seating over **2,500** people, the Fashion Theatre is set to be every bit as show stopping as its Birmingham counterpart. Top models, international designers, up and coming talent, student creations, spectacular dance routines and beautiful collections will all combine to create a stunning show.

Join the fashion glitterati for your seat in this unique 45 minute runway celebration of fashion on one of the largest catwalks in the world.

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## **Jessica Natural Nail and Champagne Bar**

At the Jessica Natural Nail and Champagne Bar visitors will be able to take a seat and be pampered by our experts whilst sipping a glass of champagne.

Considered the world's leading authority on natural nail care, Jessica understands what it takes to achieve and maintain naturally beautiful nails. Jessica Vartoughian shot to fame in the 1970s after opening America's very first nails only clinic in Beverly Hills. As her reputation as a manicurist grew, celebrities piled through her doors, becoming true devotees to the brand. Jessica's award winning treatment and colour range can be seen at the world's most glittering events, including the Oscars and on some of the world's most stunningly influential hands.

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## **Designer Beach in association with Company Magazine**

Prepare to experience the wow factor from the moment you step into the show. You won't believe your eyes when you are met with a stunning re-creation of the "Voile Rouge" from the achingly glamorous beach resort in St Tropez!

Feel the sand between your toes and watch gorgeous models showcasing stunning swimwear as you relax in the beach bar sipping a refreshing cocktail and enjoy music from our beach bar DJ. When you've spotted your favourite piece head to the Swimwear Shack to purchase a little bit of heaven and look forward to your next holiday to show it off!

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## **Bar Maroc**

When the shopping has worn you out and you are craving a bit of down time head straight for the sumptuous surroundings of Bar Maroc. A bar designed to re-create the chill out vibe of a Moroccan lounge with Buddha Bar music and soothing tones to melt away any shopping stress.

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## Awards: Clothes Show London supports emerging and established industry talent

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The awards are a showcase of the UK's young, emerging and established fashion and beauty talents. From make-up and style to hairdressing and photography, the awards are dedicated to nurturing, supporting and developing the rising talents within the fashion and beauty industries; acknowledging the UK's fashion industry's elite and showcasing its renowned products and experts.

**Five** awards, each featuring different categories, provide an unprecedented insight into the world of fashion and beauty and are supported by the industry's top experts, designers, journalists and more.

The aim of the awards is to unearth the cream of the fashion and beauty industries future talent and products and gain recognition within the ever growing fashion and beauty industries; simultaneously paying tribute to established talent and products.

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### **The Clothes Show Live Design Awards:**

- The Clothes Show Style Awards
  - The Clothes Show Beauty Awards
  - The UK Beauty Awards
  - The UK British Textile Design Awards
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### **The Clothes Show Style Awards**

- Fashion Photographer of the Year
  - Fashion Stylist of the Year
  - Celebrity Hairdresser of the Year
  - Make-up Artist of the Year
  - Best Dressed Man of the Year
  - Best Dressed Women of the Year
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### **The Clothes Show Nail Awards**

- Nail Technician of the Year sponsored by BABTAC and supported by Health+Beauty Salon Magazine
  - Young Nail Technician of the Year sponsored by VTCT and supported by Health+Beauty Salon Magazine
  - Young Make-up Artist of the Year
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### **Clothes Show Make-up Artist of the Year Awards**

- Clothes Show Young Make-up Artist of the Year in association with Professional Beauty Magazine
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### **The UK Beauty Awards supported by Diary Directory**

- Best New Beauty Product of the Year
- Classic Beauty Product of the Year
- Best New Fragrance of the Year
- Classic Fragrance of the Year
- Best Celebrity Fragrance of the Year
- Best New Cosmetic Product of the Year

- Best New Hair Product of the Year
- Best New Body Care Product of the Year
- Best New Skin Product of the Year
- Organic Beauty Product of the Year in partnership with the Soil Association

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## The British Textile Awards

- Young Textile Designer of the Year in association with New Look and Drapers

For more information on The Clothes Show Style Awards, The Clothes Show Nail Awards, The Clothes Show Make-up artist of the Year, The UK Beauty Awards and The British Textile Awards, please see separate press release.

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## Editor's Notes

Info: London ExCel  
29 to 31 May 2009

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## Contacts

For further information / Use of pictures / Interviews

Idea Generation: +44(0)20 7749 6850  
Kelly Whitfield: [kelly.whitfield@ideageneration.co.uk](mailto:kelly.whitfield@ideageneration.co.uk)  
Emily Airton: [emily@ideageneration.co.uk](mailto:emily@ideageneration.co.uk)

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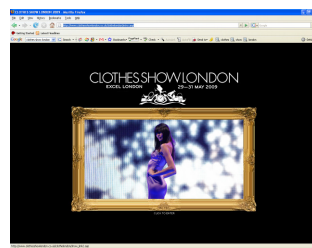
## Websites



[www.ideageneration.co.uk](http://www.ideageneration.co.uk)

For:

- Online Press Office
- Client list
- Company contact detail



[www.clothesshowlondon.co.uk](http://www.clothesshowlondon.co.uk)

For:

- Further information on Clothes Show London
- Online Press Office