



FOR IMMEDIATE RELEASE

Le Lure of British Couture

NOW IN SINGAPORE RIGHT AFTER THE SPRING SUMMER 2012 SHOWS IN LONDON & PARIS

14TH OCTOBER 2011 – Stylespotters Glamour Inc will bring in a team of British designers in a showcase titled **Best of British** on 20th, 21st and 22nd October 2011 showcasing Spring/Summer 2012 collections released earlier at the Womenswear Shows in London and Paris in the last few weeks. Some of the hotter than hot brands spotting sharp tailoring, loaded cachet and great aesthetics and wearability include Boudicca, Belle Sauvage, KTZ, Tim Soar, Lee Lapthorne and Vassilisa.

British Couture has never enjoyed greater popularity than today. According to Ed Vaizey, British Minister for Culture, Communications and Creative Industries, “The past 25 years have shown a boom for fashion and the wider creative industries driven by global demand for UK creative talent. From heritage brands to the high street powerhouses, the eyes of the world will be on the UK next year,” he continues.

Glamour Inc cut its teeth in luxury fashion retail, giving it the ability to recognize great talent in fashion. Its intimate relationships with British designers in the fashion sphere in Europe gives them access to the great talent that is emerging from the twinned fashion capitals, helping multi-brand stores in Asia gain privileged access to the great work that can now make its way to stores in Asia and into consumers’ hands.

For 3 days only, Glamour Inc offers consumers a sneak preview of what’s to come next summer. For the first time after their release in London and Paris, they are brought to your doorstep for your retail pleasure – appointments only.



Details of Event:

Best of British

Date & Time: 20th to 22nd October 2011 (10.00am – 7.00pm)

Venue: The Glamour Room, 59 Eng Hoon Street 01-55, Singapore

To make arrangement for a private viewing and purchase, please kindly email Dennis She at dennis@publicistpr.com or call +65 9247 7978.



This season, Glamour Inc has brought in some amazing labels like:

Boudicca

Couturier par excellence known for the styling, cut and design. In 2007, Boudicca was the first independent British fashion house to show at Haute Couture Week in Paris.



Belle Sauvage

This label reflects the present rage of digital print and offers edgy but feminine design all at the same time.





KTZ

Star designer highly coveted at the London Showroom in Paris by top press and Asian buyers



Lee Lapthorne

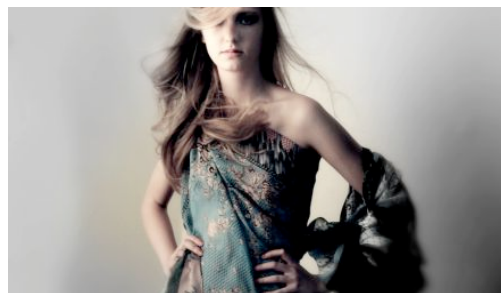
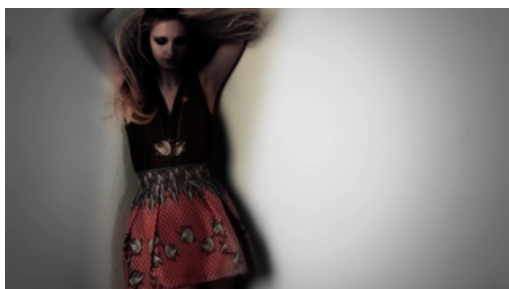
Hot creative talent that debuted at Harvey Nichols London.





VassiLisa

Vassilisa is named after the classic Russian fairytale heroine 'Vassilisa The Beautiful' who encompasses the beauty, magic and femininity that lays at the heart of the brand's aesthetic.



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Annex: Complete List of Labels available for viewing & purchase

Designer RTW

- Boudicca
- Belle Sauvage
- KTZ
- Lee Lapthorne
- Tim Soar
- Vassilisa
- Pazuki

Shoes & Accessories

- Atelier Swarovski
- Krystal
- Meher Kakalia
- Miquella
- Jenny Packham

Designer Bags

- Bracher Emden
- George Angelopoulos
- Ozakii



About Glamour Inc

At the core of Glamour Inc's identity is the very idea of it servicing the entire fashion industry in Singapore – from bringing fashion talent and trends to Singapore and introducing them through showrooms to multibrand stores, the media and centres of fashion education and being fashion specialists in discovering emerging international talents, this visionary has done it all. Glamour Inc grew with the history of prêt-a-porter and was instrumental in bringing in some of the most influential international fashion labels to Singapore the likes of Courreges and Yves Saint Laurent and many more.

About Publicist PR Communications

Publicist PR embraces the ever-evolving role of public relations, marketing and social media in the retail fashion industry.

Helmed by a team of fashion PR and marketing experts who have their pulse on the industry, we've been dishing out the industry inside scoop since 2005 – making us practically indispensable to brands who want their have their stories told. We remain ever ready to be paired with clients desiring nothing short of a dynamic PR agency with great ideas and tactics to keep you outfitted for success. For more information, please log on to www.publicistpr.com

Please kindly get in touch with Dennis She for fashion styling loans, interviews and high resolution pictures:

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