

Ladies at London Fashion Week

Please find enclosed your London Fashion Week ticket. Here is your itinerary and some information on the designer 'Allegra Hicks'.

Date: Thursday, 20 September 2007

Meeting Time: 3.50pm

Meeting Point: The Natural History Museum

Please meet at the corporate hospitality meeting area at the West Lawn Gate Entrance of the Natural History Museum, where you will be directed through to the VIP hospitality lounge.

Programme:

4.00pm Colour analysis session by 'Colour me Beautiful', including, the importance of colour and your style

4.45pm Champagne and canapés reception

5.40pm A talk from a senior member of the British Fashion Press, either:

Angela Buttolph - Angela is co-author of The Fashion Book, presenter of the BBC 2 series 'A Week of Dressing Dangerously' in 2005, and most recently, writes for Grazia magazine and appears weekly on Jo Whiley's Radio 1 show

or,

Andrew Tucker - Andrew is a Talent Scout for the British Fashion Council, author of The London Fashion Book, Course Director at the London College of Fashion and journalist for nationals such as The Times

Angela / Andrew will talk on trends, designers, history and gossip of London Fashion Week and answer your questions

6.00pm Departure for Allegra Hicks catwalk show at the Royal Academy of Arts, Piccadilly. Please see over for further information

7.00pm Drinks and dinner

To contact one of your hosts on the day please call or email (BlackBerry):
Helen Garthwaite – h.garthwaite@taylorwessing.com / 07900 693 900
Anita Ruhmer – a.ruhmer@taylorwessing.com / 07909 551 574



Allegra Hicks

The designer

Allegra was born in Turin, Italy. She studied Design in Milan and Fine Art in Brussels before moving to New York where she started her career working in the arts.

In 1987 she moved to London to begin a career painting frescoes and married the architect and furniture designer Ashley Hicks in 1990.

After having established her name in the world of interiors, Allegra, who had already been nominated among the 10 best dressed women in the world for her unique sense of style moved into fashion design.

In 1998, she launched her first range of kaftans and fashion accessories.

In 2002, Allegra wrote a book with her husband, entitled 'Design Alchemy'.

The collections

Allegra uses a unique print vocabulary and applies this to all her collections. Her style can be described as sophisticated with all the easy elegance of the grown-up bohemian. Today she designs 2 ready-to-wear collections and a cruise wear range each year as well as an interiors collection featuring home ware, linens, fabrics, rugs and wallpapers.

News

Opened her first American store on Madison Avenue, New York in March 2007.

Instant view

Her own stores in Pont Street, London and New York. Plus Harrods, Harvey Nichols and Fenwicks, Sax 5th Avenue, Bloomingdales, Searle, Heidi Klein and the on-line retailer Net-A-Porter.

www.allegrahicks.com