



THE MAY FAIR

SOPHIA WEBSTER JOINS THE MAY FAIR TO KICK-OFF LONDON FASHION WEEK



London, UK - 12 February 2014. Fashion designer Sophia Webster, winner of the 2013 Emerging Talent Award at the Britain Fashion Awards and Fashion Forward recipient for 2014 has designed a specially-commissioned installation for the windows of the five star May Fair Hotel. Like previous shoe designer collaborators Manolo Blahnik and Nicholas Kirkwood, Sophia's windows celebrate the seventh consecutive year that The May Fair Hotel has welcomed the world's fashion elite as the Official Hotel of London Fashion Week.

Sophia's window designs take inspiration from her love of flamingos and the colour pink. Flamingos are the brand's mascot and appear in many of the designer's collections. For SS13 they appeared as a print, design motifs took a flamingo shape for SS14 and today a giant flamingo statue stands proudly in her design studio. The 3D layered installation in the windows has been supported and printed by Canon on an Océ Arizona flatbed printer using technology that allowed Sophia and the May Fair to produce flawless photo-quality prints on both rigid and flexible media.

Sophia Webster comments: *"I wanted to make something both fun and entertaining and hope the vibrant colours will brighten up any English February day. The flamingo is very special to the Sophia Webster team so I made them the stars of the show in a traditional fashion themed scene - the catwalk."*



In addition to designing the windows, Sophia has also designed four cocktails inspired by her love of flamingos, unicorns and the colour pink, that will be served at the May Fair Hotel Bar over February. Named after her classic shoe styles, *Riko* is a blend of Bacardi, ginger and lime with a twist of pepper. *Mila* combines honey and vanilla vodka, with a sparkle of prosecco; *Lula* relishes in gold tequila, lime and a small pinch of ginger; or be tempted by *Lilico*, a mélange of Malibu, cherry brandy and pineapple.

Inderneel Singh, General Manager of The May Fair, says, *"The May Fair's gearing up for another busy February. The hotel is always a hive of activity during London Fashion Week and you never know which of the fashion pack you might bump into. This year we have an enviable programme of events and, with involvement from brands and designers such as Sophia Webster, Nails Inc. and Vin+Omi, the excitement and energy throughout the hotel is palpable."*

As well as playing host to those attending London Fashion Week, highlights at The May Fair will include a showcase by upcoming designers Vin+Omi's new ready to wear collection CONCEPTUAL. Rejina Pyo will be screening a film inspired by her latest Autumn/Winter collection. Nails Inc. will also host a pop-up salon in the May Fair Spa offering express manicures in exclusive May Fair Hotel Nails Inc. collection colours for guests attending London Fashion Week.

For more information on the programme of events at The May Fair Hotel visit www.themayfairhotel.co.uk/lfw.

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Please contact EGLMedia@edelman.com if you require further information, would like to visit the hotel during London Fashion Week.

About The May Fair Hotel

There are 5 star luxury hotels, and then there is The May Fair: an icon of expressive contemporary design, bringing together boutique attention to detail with grand hotel service. A legendary luxury hotel with a glamorous past, The May Fair was first opened by King George V in 1927 and offers over 400 luxury hotel bedrooms, including 12 of the capital's most memorable hotel suites, a discreet spa, a fine-dining restaurant and the quintessential London Casino. The spirit of surrounding Mayfair is captured beautifully, especially in our destination May Fair Bar, breathtaking Crystal Room and opulent Danziger Suite, which between them have played host to some of London's most extravagant society events.



Visit the main website at www.themayfairhotel.co.uk, and www.themayfairsuites.com for more information on the suites collection at The May Fair Hotel.

Join us on [Facebook](#), [YouTube](#) and @TheMayFairHotel on [Twitter](#). Our latest news can also be found at www.themayfairhotel.co.uk/blog

About Sophia Webster

British footwear designer Sophia Webster debuted her namesake collection for Resort 2013 after two years as Nicholas Kirkwood's protégée. Sophia Webster has become known for her imaginative designs, playful patterns, and her ability to skillfully combine vibrant colors shown throughout her shoes and clutches each season. Webster's collection is currently stocked internationally at stores including Bergdorf Goodman, Saks Fifth Avenue, Kirna Zabete, Harrods, Selfridges, Browns, Harvey Nichols London, Colette, Le Bon Marche, On Pedder, and Harvey Nichols Dubai and online retailer Net-A-Porter, amongst other leading retailers worldwide.

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About Canon

Canon Europe is the regional sales and marketing operation for Canon Inc., represented in 116 countries and employing 17,000 people across Europe, the Middle East and Africa (EMEA).

Founded in 1937 with the specific goal of making the best quality camera available to customers, Canon's tireless passion for the Power of Image has since extended its technology into many other markets and has established it as a world leader in both consumer and business imaging solutions. Its solutions comprise products, ranging from digital compact and SLR cameras, through broadcast lenses and portable X-ray machines, to multi-function and production printers, all supported by a range of value added services.

Canon invests heavily in R&D to deliver the richest and most innovative products and services to satisfy customers' creative needs. From amateur photographers to professional print companies, Canon enables each customer to realise their own passion for image.



Canon's corporate philosophy is Kyosei - 'living and working together for the common good'. In EMEA, Canon Europe pursues sustainable business growth, focusing on reducing its own environmental impact and supporting customers to reduce theirs using Canon's products, solutions and services. Canon has achieved global certification to ISO 14001, demonstrating a world-class environmental management standard.

Further information about Canon Europe is available at: www.canon-europe.com

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About Océ Arizona Printers

Océ VariaDot imaging technology

Exceptional image quality on rigid and flexible media

With their outstanding image quality, Océ Arizona Series printers give you the ability to offer premium printing services. The realistic, photo-like image quality is due to Océ VariaDot imaging technology. It uses variable-sized droplets and delivers finer details and smoother gradients in highlight areas, as well as crisp colours in the mid-tones and incredible density in shadows and solid colour areas. Images look far superior to those printed on a conventional, fixed-droplet, 6-color inkjet printer, while consuming up to 50 percent less ink.

An array of powerful features and innovative technology ensures that the Océ Arizona Series is the ideal printer for a huge diversity of rigid and flexible media applications.