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WEEK

MAY FAIR HOTEL: FRONTING FASHION



Inspired by the creative window displays of the world's leading fashion houses, The May Fair Hotel will be making a *particularly* stylish entrance this London Fashion Week (16-21 September) with the unveiling of its designer windows.

Exclusively designed by top fashion graphic artist, Spiros Halaris, The May Fair hotel, which is for the 4th year running the official hotel partner of London Fashion Week, will have its façade completely transformed to depict vibrant, stylish scenes from the catwalk.

Spiros who has worked on campaigns for top fashion brands including D&G, Hemyca, Tom Ford and Topshop said: "I am thoroughly excited to be a part of such a unique fashion project. I think the Fashion Windows will add another fabulous tone to London Fashion Week, and it has been a wonderful experience working with a hotel that really understands and combines fashion, creativity and elegance."

PHOTO CALL OPPORTUNITY: Windows will be unveiled 8am, 15 September.

For more information and high-res images please contact Mason Williams PR:

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About The May Fair:

Situated in the heart of the Mayfair village, the May Fair Hotel has been a by-word for elegance and style since the twenties.

The May Fair (www.themayfairhotel.co.uk), first opened by King George V in 1927 and once owned by the filmmaking Danziger Brothers, is the official hotel for London Fashion Week and the BFI London Film Festival, in partnership with American Express. It has also been recognised for having "The Best Hotel Bar in London," by *The Evening Standard*.

The 406-room, West End hotel has hosted countless celebrities, heads of state, world leaders and cultural icons throughout its storied history. The hotel features 12 signature suites; a private VIP entrance; extraordinary banquet facilities, including the largest private theatre in London and the largest Baccarat chandelier in Europe; the world-class May Fair Spa; rooftop penthouse with 360° views of London; and a superlative staff attuned to the needs of the most discerning guest.

The Official Hotel of London Fashion Week The May Fair's partnerships are a testament to the hotel's style, glamour and service, and to what it has become since its 2006 revival; a young, fashionable and connected central London hotel.

For more information visit <http://www.themayfairhotel.co.uk/> or follow us on <http://twitter.com/themayfairhotel> or <http://www.youtube.com/themayfairhotel>