

January 25, 2010

TEXPRINT HELPS TURN HEADS AT LIBERTY Putting scarves firmly back on the accessories map 'ComON' and get a flavour of Italy...

Liberty further establishes scarves as the new 'it' accessory and helps put headscarves firmly on the fashion map by selling three sensational **limited-edition** designs in its dedicated **scarf room** at the Regent Street department store for a limited period from January 30, 2010. Three hand-printed pure silk scarves are the winning designs from the Texprint/ComON nationwide design competition devised and organised by **Texprint** (the non-profit organisation which promotes UK-trained new textile talent). **Scarves can be bought during February 2010 and will retail at £105 each.**

The creative collaboration was launched in conjunction with Confindustria Como an organisation that works to bring together young designers and manufacturers from the Como silk industry. Supported by Liberty, this initiative offers some of the UK's up-and-coming design talent a world famous retail platform from which to springboard their careers.



The competition challenged print design students from 24 leading art schools to create concepts to celebrate Italian locations under the theme 'The Grand Tour'. Siena, Bergamo and Capri were the three locations that feature in the winning scarves created by designers who trained at Birmingham City University, Loughborough University and Ravensbourne College of Design and Communication, respectively.

The winners were judged by a prestigious panel of including Elena Alfani, director of accessories at Salvatore Ferragamo; and buying director for Liberty, Ed Burstell.

"The introduction of a standalone room for scarves as part of our store-wide renaissance last year has seen a huge surge in their popularity. Customers of all ages are looking for interesting and original new designs and prints as well as different ways to wear them. The Texprint/ComON design competition was the perfect way

for us to recognise new talent and promote it in store," says Ed Burstell, buying director, Liberty.

To support the launch of the scarves, Liberty will be holding a customer promotion event in the scarf room on Saturday 30 January, 12-7pm during which time customers can meet the three designers and each scarf sold on the day will be accompanied by a unique piece of artwork by the relevant designer.

Spring 201 sees Flower Power blossom in the heart of London as Liberty of London celebrates its famous florals with a year-long programme of activity and events championing creativity, rebellion and love. A year after the renaissance of the flagship store, Liberty pays tribute to the universal appeal of its prints with a series of collaborations with renowned fashion brands in Italy, France and the USA, mixing its design heritage with the most contemporary designers of today.

-ENDS-

Notes to Editors:

Winners:

Gold Award

Robyn Holmyard, Birmingham City University - Siena

Silver Award

Jayne Boyle, Loughborough University - Bergamo

Bronze Award

Amanda Lewington, Ravensbourne College of Design and Communication - Capri

Scarves measure 90cm x 90cm

Material: 100% silk

35 of each design printed

in Como by Ratti

Price: £105

www.TEXPRINT.org.uk

<http://www.comon-co.it>



Inset:

*Siena scarf by Robyn Holmyard
- Gold Award*

*For further press information, to book an interview slot, or for images please contact: Gill Gledhill at GGHQ on
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