

Scottish Fashion Awards 2016

NEWS RELEASE FOR PUBLICATION FROM 11TH JULY 2016

ROSEWOOD LONDON & MASERATI GB ANNOUNCED AS HEADLINE PARTNERS FOR SCOTTISH FASHION AWARDS 2016 AS CALL FOR ENTRIES OPENS

Scotland, Monday 11TH July 2016 --- The Scottish Fashion Awards have announced their partnership with the Rosewood London and Maserati GB for their gala awards ceremony. Co-hosted by the Secretary of State for Scotland Rt David Mundell MP and awards founder Dr. Tessa Hartmann CBE, the event will take place on 21st October 2016 in the nation's fashion capital.

The black tie 'Highland Gathering Gala' will take place at the 5-star Rosewood London in the heart of the city and will welcome the great and the good of Scottish fashion, design and creativity and stars of music, stage and screen.

Located on High Holborn and housed in the original headquarters of the Pearl Assurance Company, Rosewood London combines British heritage with contemporary sophistication. The hotel has the feel of a stylish London residence and houses 262 guestrooms and 44 suites including the Grand Manor House Wing, an exclusive six-bedroom suite with its very own postcode.

General Manager Michael Bonsor said; "Rosewood London is delighted to be the Official Hotel for the 11th annual Scottish Fashion Awards. The international reputation and the credibility of this glittering gala holds no bounds and we hope to give the guests an unforgettable evening. From their arrival in the Maserati's to our discreet Edwardian courtyard, to the VIP style suites and finally the imposing staircases leading to the Grand Ballroom, the VIP guests are in for a luxury treat."

Having just launched the 'Maserati of SUV's – the Levante, the VIP guests will be chauffeured in a fleet of Maserati's to the most sought after and fashionable red carpet event of the year.

Peter Denton, Managing Director of Maserati GB said; "We're delighted to be The Official Car Partner at the 11th Scottish Fashion Awards. Since Maserati's inception in 1914, style, elegance and design have been integral to every vehicle produced. The sporting Italian brand has a strong heritage of quality and craftsmanship which is shared with the world of fashion.

2016 is Maserati's second year as official car partner for the Scottish Fashion Awards, with our fleet of luxury Quattroportes and Ghiblis ready to chauffeur VIPs during the annual awards."

Event Founder Dr. Tessa Hartmann, who was recently honoured in The Queen's Birthday Honour's list with a CBE added; "I'm so grateful to the continued support from these global brands. We simply wouldn't have been able to create this global platform without the incredible private sector sponsorship over the last ten years and we're truly grateful for that."

The Secretary of State for Scotland RT David Mundell MP added; "I'm delighted to co-host this event once again with Tessa. I've seen first hand the wealth of talent that hails from Scotland and the influence a win at these awards can mean to many Scottish businesses and indeed Scottish creatives. This isn't just about a congratulatory nod; a nomination in these awards has made a monumental difference to the many small businesses, designers and fashion innovators from networking, brand awareness and commercial success."

So as the fashion carousel comes to a close after the international fashion weeks in September, Paris Ready to Wear in October, the Scots will end the season in fine style with a party to remember.

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EDITORS NOTES

Full event information can be found on the official website: www.scottishfashionawards.com

Social Media - @ScotFashAwards

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TIMING PLAN

JULY 11TH – CALL FOR ENTRIES | AUGUST 8TH – ENTRY DEADLINE | SEPTEMBER 9TH – NOMINEES SHORTLIST ANNOUNCED | OCTOBER 21ST – GALA AWARDS CEREMONY