

Press Release
18/02/2011

**CLOTHES
SHOW
LIVE**

IN ASSOCIATION WITH SUZUKI

2-7 DECEMBER 2011
NEC BIRMINGHAM

Suzuki become title sponsor of Clothes Show Live

The UK's biggest fashion & beauty event
and worldwide leading car manufacturer
sign a two year sponsorship deal

Clothes Show Live, 2-7 December 2011, Birmingham NEC

Clothes Show Live and **Suzuki** today announce a new partnership that will see the Automotive Partner become the shows title sponsor when it returns to Birmingham NEC in December 2011

Suzuki will sponsor Clothes Show Live for a two year period, to include the 2011 and 2012 shows. The company will be the exclusive Automotive Partner and will take a prime area at the event in which to showcase their range of cars.

As the official Automotive Partner Suzuki will be the title sponsor of Clothes Show Live's famous Fashion Theatre (featuring over 40 models and dancers in a high octane catwalk and fashion performance) and will feature in one of the fashion scenes. Building on the success of Clothes Show Live 2010 - where Suzuki give away a brand new Suzuki Swift worth £13,000 - Suzuki will once again be giving every visitor who attends the show the opportunity to win a one-off customised car, with the winner being announced on stage in a live prize draw.

Suzuki has become a familiar brand at the show and **Show Director, Craig Hanratty**, is delighted to have Suzuki on-board for 2011 and 2012: *"We are delighted to announce Suzuki as the title sponsor of Clothes Show Live. As an international brand, with such an esteemed history of providing quality cars and a reputation for bringing fashion to the streets, Suzuki is a great fit for Clothes Show Live. We know our visitors love Suzuki cars and we look forward to developing our relationship with the company over the coming two years."*

Sally Lawrence, Suzuki Dealer Marketing Manager, Automobiles adds: *"Both Suzuki and Clothes Show Live are committed to providing visitors with outstanding experiences so this is an exciting partnership for us. Clothes Show Live gives us a great opportunity to reach out to visitors in an environment where fashion is at the front of everyone's mind. We're really pleased to be building upon the presence we already have with our title sponsorship activity and look forward to working with Clothes Show Live to create new opportunities for visitors in 2011 and 2012."*

Editor's Notes

Clothes Show Live

Clothes Show Live in association with Suzuki will return to Birmingham NEC from the 2-7 December 2011. As the UK's leading fashion and beauty event it will showcase over 500 leading fashion and beauty brands and over 40 show-stopping catwalk shows. Featuring the UK's leading experts in fashion and beauty and the nation's favourite celebrities, Clothes Show Live in association with Suzuki promises to be the ultimate girls' day out.

Suzuki

Suzuki will once again bring fashion to the street at Clothes Show Live at Birmingham NEC in December. Showcasing a range of stylish and affordable vehicles with lots of exciting, interactive activities and competitions taking place on the stand including the ultimate prize of a brand new car.

Contacts

For further information / Use of pictures / Interviews

Idea Generation: +44(0)20 7749 6850

Anna Hartley: annah@ideageneration.co.uk

Ella McWilliam: ella.mcwilliam@ideageneration.co.uk

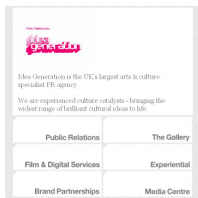
Suzuki GB Press Office: 07912 731407

Head of Press & PR, Alun Parry: alun.parry@suzuki.co.uk

Press Officer, Rachele Chamberlain: rachele.chamberlain@suzuki.co.uk

Ends

Websites



www.ideageneration.co.uk

For:

- Online Press Office
- Client list
- Company contact detail



<http://www.clotheshowlive.com/>

For:

- Online Press Office
- Exhibitor information
- Further information on Clothes Show Live



<http://www.suzuki.co.uk/>

For:

- Full company details
- Online Press Office