



PRESS RELEASE

Royal College of Art forms new fashion partnership with McArthurGlen

LONDON, 12 July, 2010 -- The Royal College of Art (RCA) has announced its new partnership with McArthurGlen, Europe's leader in designer outlet retailing, to launch the **McArthurGlen Spirit of Fashion Awards**.

The Awards are open to alumni of the RCA, which has fostered such world-renowned luminaries as Christopher Bailey of Burberry, Erdem Moralioglu and milliner Philip Treacy. McArthurGlen and the RCA conceived the Awards to help further the fashion careers of three young designers, serving to shape the future face of fashion.

Julia Calabrese, CEO of McArthurGlen, says: "With fashion being such a competitive arena, so much extraordinary talent goes unrecognised. The RCA does a fantastic job in challenging young designers to realise their potential and we very much look forward to working closely with them to help the recipients of the **McArthurGlen Spirit of Fashion Awards** further establish their own brands and move their businesses forward."

Professor Wendy Dagworthy, Head of School of Fashion and Textiles at the RCA, comments: "This is a very exciting opportunity for RCA fashion alumni to access highly experienced professionals to help them grow their businesses. We are delighted to be in a position to help our graduates and are greatly appreciative of the support of McArthurGlen, especially in terms of their expertise and experience in fashion retailing."

McArthurGlen has seven designer outlet centres across the UK and a further 12 in Continental Europe, working alongside over 750 international fashion brands.

The **McArthurGlen Spirit of Fashion Awards** demonstrates McArthurGlen's desire to nurture emerging fashion talent. From a shortlist, McArthurGlen and the RCA, together with figureheads from the world of fashion, will select the three Award recipients, to be announced in autumn 2010.

The recipients will then embark on an exciting year-long partnership with McArthurGlen, during which time they will receive full Marketing & PR support - an invaluable resource for any emerging designer. The collaboration will incorporate a creative brief whereby the designers will potentially see one of their creations put into production, generating for them a percentage of the profits from sales.

-Ends-