



**BLUEWATER NEWS**

**September 7<sup>th</sup> 2009**

**For immediate release**

**A WEEKEND OF LIVE FASHION AT BLUEWATER**

**Bluewater will play host to the largest fashion event to hit the South East, in association with "30 Days of Fashion & Beauty", from 25<sup>th</sup> to 27<sup>th</sup> September 2009**

Calling all fashionistas....If you want to get ahead of the trends this season, visit Bluewater, Europe's leading retail and leisure destination, from 25<sup>th</sup> to 27<sup>th</sup> September for '*A Weekend of Live Fashion*'. With 330 of the hottest UK and international, premium and high street fashion and lifestyle brands under one roof, Bluewater is the ultimate shopping experience for autumn/winter 2009.

The event, which is part of The National Magazine Company's 30 Days of Fashion and Beauty celebration, will play host to a weekend of live catwalk shows, demonstrations, makeovers and expert fashion and beauty advice from the teams at some of the UK's most popular magazines including: Cosmopolitan, Company and Harper's Bazaar.

In addition, over 50 stores throughout Bluewater will be running exclusive offers and promotions all weekend – so indulge yourself in the world of Bluewater fashion and stop off to enjoy treats such as complimentary champagne, chocolates and goody bags at participating stores including: **Coast, Bench, The White Company, Sunglass Hut, David Clulow, Karen Millen, Warehouse, Austin Reed, Myla, House of Fraser, John Lewis, Miss Selfridge, Marks & Spencer, The Molton Brown Day Spa** and many more.

### **Friday 25<sup>th</sup> September - 'Bringing Cosmopolitan to life'.**

Kicking off the event and continuing throughout the weekend, **Cosmopolitan Magazine** in association with **Macmillan Cancer Support** will be setting up a fashion and beauty area in the Bluewater Blue Welcome Hall 'bringing the magazine to life' and supporting the Macmillan World's Biggest Coffee Morning Initiative. Cosmopolitan Editor, Louise Court will be bringing her Fashion and Beauty team to Bluewater, offering fabulous advice and talks with exclusive information on store offers. **House of Fraser, GIVE and Myla** will be providing the latest trends for a fashion parade on stage and **Herbal Essences, The Sanctuary and Max Factor** will be providing manicures, massages, make up tips and advice and hair consultations as well as giving away samples.

### **Saturday 26<sup>th</sup> September – Autumn/Winter Collection Preview.**

Fashion lovers are invited to celebrate the launch of **John Lewis's** new season men's and women's fashion collections at their sensationally stylish catwalk show. The show will feature a gorgeous selection of brands including the latest additions from **Whistles** and **Jigsaw**. A series of five shows will take place in Bluewater's Guildhall throughout the day. Show times will be 12noon, 2pm, 3pm, 4pm, 5pm each lasting around 30 minutes.

### **Sunday 27<sup>th</sup> September – Catwalk shows & beauty demonstrations.**

**House of Fraser** will be hosting three catwalk shows throughout the day showcasing an inspiring mix of premium labels, contemporary designers, fabulous accessories and exclusive house brand originals including **Kenneth Cole, Untold, Episode** and **Therapy**. There will be live beauty demonstrations from the store's experts with lots of in store offers and prizes to win. Shows begin in the Guildhall at 12pm, then 1.30pm and finally 3.30pm.

For an indulgent weekend of savings, fashion advice and spoiling yourself, don't miss this style savvy event at Bluewater, the ultimate shopping destination.

**For further information on retailer offers and what's on throughout the weekend visit [www.bluewater.co.uk](http://www.bluewater.co.uk) or [www.30daysoffashionandbeauty.co.uk](http://www.30daysoffashionandbeauty.co.uk)**

**Ends**

For further information or images, please contact:

**Anne Saville** - [anne@kleinororke.com](mailto:anne@kleinororke.com) or 0203 008 7017

**Amanda McNally** - [amanda@kleinororke.com](mailto:amanda@kleinororke.com) or 0203 008 7015

### ***About Bluewater***

Bluewater is Europe's leading retail and leisure destination and is often regarded as the UK industry's benchmark.

With 1.5 million sq ft of retail, Bluewater features 330 of the best UK and international brands, 50 restaurants and bars, 13,000 free parking spaces, 50 acres of parkland, seven lakes and attracts 27.5 million visitors per year. Bluewater is like no place on earth.

Every week, half a million people shop at Bluewater. They spend on average more than £150 each visit and sales densities are second only to Heathrow Airport. 71% ABC1, they comprise Britain's most affluent retail catchment - spending £1 in every £10 spent in the UK.

There's shopping... and there's Bluewater.