

Press Release

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For Immediate Release

London, October 29th, 2010

There are just three days to go until Vogue's Fashions Night In and TellusFashion are holding an auction to celebrate.

All the money from these items will go straight to KidsCo so get involved and bag yourself one of these beautiful items from our talented designers:

- A **Black Apple Design Envelope Bag**, valued at €215. Black Apple Designs are an accessories label based in Beirut in Lebanon. Their influences are "Mystery. Sultry. Colours. Vintage. Glamour. Symmetry. Regal. Style. Meticulous..."
- **Norma Ishak** has donated one of her luxurious **handmade scarves**, worth €270. This Pennsylvanian based label sources rare yarns of the highest quality from all over the world to create exquisite scarves.
- **Dax Martin's** 'get-noticed **swimwear**' which usually costs €70 - €145. Choose from three designs. South African designer, Dax Martin, produces high quality swimwear and lingerie and has made collections for Miss World pageant in 2008 and 2009.
- **Meena Singh** has offered a beautiful **handmade brooch** which retails at €147. Meena Singh's one off jewellery creations are inspired by nature and bring traditional Nepalese techniques to a London market.

The auction is live now and will close at midnight on 1<sup>st</sup> November.

10% of sales from the night across the site will go to KidsCo in addition to the following labels offering a further 10% to the charity:

Segreto London – an edgy, luxury, men's streetwear label.

Trisori – London based jewellery label whose colourful creations are handmade to the highest quality.

Kamola – fashion forward evening and cocktail dresses from a London based designer.

Ceyaln Insel – Italian brand specialising in kaftans and tunics in unusual prints.

NAI – smart and sophisticated womenwear from America.

Anya Sushko – London based label offering bespoke and ready-to-wear handbags.

And London based brand Fjaba who sell unique, pret-a-porter fashion for special occasions are offering an extra 30% of their sales to KidsCo.

Editor's notes:

**TellusFashion** was established in 2010. **TellusFashion** is a one-stop shop where consumers can buy emerging fashion, read news, follow street style fashion in different cities and countries as well as browsing, bidding and ordering bespoke items.

Vogue's Fashions Night In is the first event of its kind, taking place across the internet to offer shoppers an enjoyable night of shopping from their own home. It is taking place on 1 November and is a charity event for KidsCo.

**TellusFashion:** *Connecting consumers and emerging designers worldwide.*

For more information or to schedule an interview, please call: +44 (0)7932 022 477

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