



L.K.Bennett to host fashion show at office* 2011

Luxury British fashion house L.K.Bennett will host a unique catwalk presentation of its latest Autumn Winter collection at this year's office* event, says organiser Diversified Business Communications UK. L.K.Bennett's sophisticated range of shoes, clothes and accessories, designed with the working woman in mind, will be modelled on office*'s Keynote stage between 1.15-1.45pm on Thursday 15 September, at Earls Court, London.

"This is just the start of what I hope will be a very mutually beneficial relationship between office* and L.K.Bennett. There is a real synergy between the brands and, with their 'Real Women' and 'Desk to Dinner' campaigns, L.K.Bennett are the perfect fashion house for us to be aligned with," explains Ali Mead, event manager of office*.

"Personally, I can't wait to see the fashion show," continues Mead. "We all know how important it is to look and feel great in the professional environment and what impact such confidence can have on our achievement of our career goals, so it's great to be able to offer our visitors such an informative treat!"

"L.K.Bennett is delighted to be exhibiting at office*," adds Nick Flynn, L.K.Bennett's marketing and events officer. "One of the key themes for Autumn Winter 2011 is our 'Desk to Dinner' campaign, which is ideally suited to today's office professionals. L.K.Bennett has been championing inspiring 'Real Women' in their 'Life is the Occasion' advertising campaigns for three seasons now, and in the run up to show all visitors will be offered the chance to apply to be one of our models to star in this fashion show of the collection. The four women chosen will not only be styled for the show by an image professional but they will also each win a pair of L.K.Bennett shoes to thank them for taking part!"

Founded in London in 1990, L.K.Bennett has since established itself at the forefront of fashion, offering sophisticated collections of shoes, clothes and accessories to meet the lifestyle and requirements of every modern woman. Attendees will be free to browse L.K.Bennett's stand (No.1024), at office*, where there will be stylists on hand to offer advice and guide them through a specially-edited collection. Interactive fashion workshops will also be running throughout the two days, 15-16 September, with a variety of themes demonstrating how women can make the most of their wardrobes.

office* is aimed at meeting the business needs and aspirations of today's modern office professionals. It is free to attend for pre-registered visitors (please use priority code OFF11119). For further information, please visit www.officeshow.co.uk.

###

Media enquiries to:

Emma-Louise Jones, PR Executive

t: 44 (0)1273 645134 e: ejones@divcom.co.uk @DiversifiedUK

office* Exhibitor enquiries to:

Ali Mead, office* Event Manager

t: 44 (0)1273 645124 e: amead@divcom.co.uk @officeshow

If reproducing this press release, please include the Priority Code: OFF11119 and the following link: <http://www.exporeg.co.uk/visit/sites/dbc/office/11/vis/reg.asp?PC=OFF11119>

office is a results focused event which aims to bring Office Professionals, PAs, Office Managers and Executive Assistants together with potential new business partners and solutions providers. Developed in consultation with prospective visitors, associations, publishers, manufacturers and training providers, it aims to inspire and educate all those working within this dynamic industry.*

VISITOR INFORMATION:

Admission: Free to pre-registered visitors, £20 on-the-door

Location: Brompton Hall, Earls Court, London SW5 9TA

Opening hours: Thursday 15 September, 9.30-17.30 & Friday 16 September, 9.30-17.00

www.officeshow.co.uk

<http://twitter.com/#!/officeshow>

<http://www.facebook.com/pages/office/116716991701373>

http://www.linkedin.com/groups?mostPopular=&gid=3319575&trk=myg_ugrp_ovr

Members of the media can reserve press passes to office by contacting Emma-Louise Jones at ejones@divcom.co.uk.*

Diversified Business Communications (UK) Ltd (Diversified UK) is a fast growing event organising and publishing company

based in Brighton. In addition to office, Diversified UK also organises Natural & Organic Products Europe, lunch!, the Independent Health Store Conference, camexpo and the Service Desk & IT Support Show. It publishes Natural Products – the industry's leading trade magazine, and the Natural Beauty Yearbook.*

Diversified UK is part of Diversified Business Communications, a leading international media company with a successful portfolio of sector leading exhibition, conferences, publications and websites.