

News Release

April 2008

FASHION FRINGE DESIGNER SUNGLASSES

- the newest designer sunglasses, without a designer price tag -



It's easy to get designer look sunglasses costing less than your lunch these days but when it comes to the real deal there's no choice but to splash the cash... until now:

This summer Superdrug proudly introduces the hottest 'it' sunglasses of the season. Genuine designer sunglasses designed by Swedish fashion duo Maki Aminaka and Marcus Wilmont .

Available in only the hottest boutique in town... Superdrug; the sunglasses will sell for £9.99 and were designed as part of Aminaka Wilmont's prize for winning Fashion Fringe 2007.

Because of their cutting edge designs Colin McDowell and the Fashion Fringe team chose Aminaka Wilmont as the winners of the renowned Fashion Fringe Award which included the opportunity to design a pair of glasses to be sold exclusively in Superdrug.

Fashion Fringe is the UK's most prestigious platform to find new fashion talent and support it with the funds and expert support needed to help launch their business into the industry.

The limited edition frames will go on sale in 200 Superdrug stores across the country from mid May. Superdrug customers can be the proud to owners of the first accessories from this dynamic Scandinavian duo. So buy a future vintage classic while you have the chance.

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For further information please contact Miranda Pitt or Jenny Hill on 020 7896 3404 or email superdrug@z-pr.com

For further information on Fashion Fringe please contact Clare Drummond on 020 7439 2780 or email clare.drummond@sputnikcomms.co.uk

Notes to editors:

- Superdrug is the United Kingdom's most fashion conscious beauty and health retailer with over 900 stores in the UK and Eire
- Superdrug is one of the health & beauty retail brands from the A.S. Watson Group (ASW) family – the world's largest health & beauty retailer and the largest perfumeries & cosmetics retailer. With a history dating back to 1828, ASW has evolved into an international retail and manufacturing business with over 7,900 stores in 36markets worldwide. It has over 98,000 employees, serving over 25 million customers a week
- Fashion Fringe is supported by: American Express, CFE, Covent Garden London, DHL, London Development Agency, L'Oréal Paris, Mayor of London, Net-A-Porter.com and Sunday Times Style
- Fashion Fringe was set-up in 2004 to re-invigorate the fashion industry in this country. The creative brain-child of Colin McDowell MBE with global sports, entertainment and media company IMG, Fashion Fringe has launched eight new designers on the London Fashion scene since 2004
- The application process for Fashion Fringe 2008 is open until 2nd May, application forms and information can be obtained through www.fashionfringe.co.uk