

Topshop Launches Charity Christmas Dress Hire Project



Released on: December 04, 2009, 12:22 pm

Author: [Topshop](#)

Industry: [Retail](#)

Topshop's Oxford Circus flagship store is exclusively offering the once in a lifetime chance for customers to take a walk through the wardrobes of its fabulous circle of fashion friends. With one-off pieces donated by the crème of the fashion and celebrity world, customers will have the chance to hire their dream designer dress for December's forthcoming Christmas parties.

Shoppers will be able to browse the selection of garments and try things on for size between 26th November and 6th December, before the hire period which runs 7th - 23rd December. Dresses will be available to hire for one day, and following the dress hire period there will be the opportunity to enter a silent bid and be the life-long owner of their desired dress when it is auctioned. Dress hire costs just £40. Most importantly, all of the hire fees and proceeds from the auction will go to Topshop's chosen charities Age Concern and Help the Aged.

Celebrities that have kindly donated to the project include Kate Moss, who donated a beautiful beaded Lanvin party dress, and Freida Pinto, who gave a pale yellow Burberry Prorsum dress. Scarlett Johansson's Nanette Lepore animal print minidress will be available for hire, alongside a full length floral gown by Dolce & Gabbana from Peaches Geldof and a midnight blue evening dress by Australian designer Jayson Brundson from Dita Von Teese. Customers will also have the once-in-a-lifetime opportunity to wear one of Nicola Roberts' of Girls Aloud's bespoke stage costumes from the band's recent tour.

Not only will the dresses be the main talking point of the evening, wearers will not risk running into anyone in the same inimitable piece.

Sophie Dahl commented: "I am thrilled to support Help the Aged and Age Concern through Topshop's Christmas 'Dress Me Up' initiative. What a good cause to put a lovely frock on for. The dress I donated is one I love, a proper party dress that deserves an outing."

Peaches Geldof is also thrilled to be able to support the campaign: "This dress was a gift from my good friends Dolce & Gabbana. It was beautifully made and means a lot to me. I wore it in Cannes and had lots of fun; I hope the next person who hires it does too. I think dress hire for charity is a great idea and Age Concern and Help The Aged are worthwhile causes. I am glad to be able to give something back to the third generation."

Emma Cook, designer, commented: "Having worked with Topshop for so long, we didn't think twice about donating our dress. It's such a great cause, especially at this time of year. The combination of being able to help support Age Concern & Help The Aged and the chance for someone to wear our dress that wouldn't ordinarily be able to afford to, is such a fantastic concept."

About

Topshop

Topshop was established in 1964 and is part of Arcadia Group Ltd. Sir Philip Green became owner of Arcadia Group Ltd in 2002.

Topshop is continually recognised as being an authority on Womens clothing, having won several awards for design reputation and new services, and has a wide range of [dresses](#), shoes, [coats](#), women [jackets](#), [jeans](#) and bags.

Topshop was the first fashion retailer to show on schedule at London Fashion Week in September 2005 and continues to grow its reputation for supporting exciting new talent.

For further information please contact:

Liz Shuttleworth
Press Officer
Press Office
Arcadia Group Ltd
70 Berners Street
London
W1T 3NL
020 7927 1484
www.topshop.com

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)