



## Press Release

# Maria Sharapova and Sony Ericsson partnership serves a style ace at Liberty

Maria Sharapova today unveils cutting edge student works as part of Sony Ericsson's latest design and style initiative, with London College of Fashion, which explores the link between technology and style trends.

London, UK – June 17, 2009 – Tennis superstar, fashion icon and Sony Ericsson global brand ambassador **Maria Sharapova** today unveiled exclusive London College of Fashion (LCF) student designs in the window of internationally renowned design store Liberty.

Over a term-long project, Sony Ericsson worked with the School of Fashion Design and Technology at London College of Fashion to explore the relationship between technology and fashion. Students were briefed by the Sony Ericsson design team and Maria, who sent a personal message of

support to the students, to help inspire future designs and ideas.

### Sony Ericsson and LCF

The Sony Ericsson LCF collaboration has involved more than 80 students from four degree courses, three year groups and countries across the world – all competing for a chance for their designs to be displayed in the window of Liberty, the opportunity to meet Maria and receive a prize from Sony Ericsson.

The winner was picked from a shortlist of 25 entries by a panel of judges including Maria, Sony Ericsson designer Tina Lekeberg, London College of Fashion Designers in Residence Boudicca and senior academics from the School of Fashion Design and Technology. The winner and two runners-up were revealed by Maria to international media today.



Maria Sharapova poses for Sony Ericsson to announce the winners of the London College of Fashion and Sony Ericsson project. Perfect posture from the stunning tennis star as she shows off the students' winning designs at Liberty.

#### **Sony Ericsson Student Prizes**

##### **The winning student received:**

- Two VIP tickets to London Fashion Week
- Two tickets to Wimbledon
- Two tickets to the Sony Ericsson WTA Pre-Wimbledon Party, in association with Ralph Lauren

##### **The runners up received:**

- A Sony Ericsson T707 mobile phone
- Two tickets to London Fashion Weekend
- 'Liberty of London' accessories

Known for her style on and off the court, fashion is one of Maria's passions, and she played an integral part in the development of the course module and the student design judging panel.

### **LCF Winning Design**

The winning design came from British student Georgie Davies, 20, a second year student studying for a BA in Fashion Design and Development.

Georgie wanted to find a way to alert a person when their mobile phone rings in a noisy bar, club or venue. She created a cocktail dress made up of interactive scales, inspired by butterfly wings. When the phone rings, the dress subtly lights up, alerting you to the call.

"I'm thrilled to be involved in such an innovative project that encourages creativity and pushes the boundaries of fashion," said **Maria Sharapova**. "Georgie's winning design presented a completely different look at how fashion interacts with technology. Everyone has shown such creative flair and I am really impressed with all the designs. My partnership with Sony Ericsson has given me the opportunity to be involved in so many fantastic projects and has enabled me to explore one of my passions – style."

### **Sony Ericsson and Design**

Over the past year Sony Ericsson has worked closely with Maria on various projects. The successful Maria Sharapova Design Collection was launched in 2008 – a range of mobile phone accessories, to compliment any woman's outfit. The Sony Ericsson and London College of Fashion collaboration was created to encourage students to look in-depth at how technology and fashion can compliment and influence each other to create on-trend and forward-thinking designs.

"We have a fantastic international design team at Sony Ericsson who develop cutting edge technology designs by keeping ahead of style trends and working closely with leading institutions like the London College of Fashion," said **Aldo Liguori, Corporate VP and head of global communications and PR from Sony Ericsson**. "By investing in fashion, it enables us to gain insight from future fashion stars as well as providing the students with a chance to get noticed on the world stage with our global brand ambassador Maria Sharapova, whose fashion knowledge has been integral to this project."

### **London College of Fashion**

**Colin Renfrew, Dean of the School of Fashion Design and Technology**, said: "The Sony Ericsson collaboration is a fantastic example of how London College of Fashion strives to form meaningful and innovative industry partnerships. The open and creative brief allowed our students free reign to develop design ideas that are forward thinking.

Having Maria involved in this project has really helped the students identify with Sony Ericsson and has enabled the winning design to be showcased worldwide – really highlighting the breadth of talent at London College of Fashion."

Winner, Georgie said: "Winning the Sony Ericsson competition has been wonderful; it's given me real confidence in my work. It was fascinating to work conceptually with the idea of technology and how to incorporate it into fashion."

Georgie received two tickets to London Fashion Week, two tickets to the Wimbledon Championships at the All England Club and entry to the Sony Ericsson WTA Pre-Wimbledon Party, in association with Ralph Lauren. The two runners-up, Lova Moller from Sweden and Cecilia Ku from Hong Kong, also had their designs showcased with Maria and received a Sony Ericsson T707 mobile phone, two tickets to London Fashion Weekend and Liberty of London accessories.

Lova's design took the concept of online 'status' updates and took it one step further by concealing cameras in a garment that continuously record the wearer's surroundings and wirelessly transmit video updates to the mobile phone, which can be uploaded from a handset to the internet. Cecilia designed a metal bag that is a power source to charge items, such as a mobile phone, when on the move. Sony Ericsson phone designs and Cecilia's love of clean lines interact well to create a stylish accessory.

### **Liberty**

Liberty, situated on world-renowned Carnaby Street and in the heart of shopping paradise Oxford Circus, has always been synonymous with distinctive chic and eclectic but cool style statements – a perfect venue for Maria Sharapova and Sony Ericsson.

“We were delighted to host Maria and the London College of Fashion designers,” said Maxine Groucutt, Head of Visual Identity at Liberty. “Sony Ericsson approached us with a concept that supports the burgeoning British fashion industry – we were very excited to be involved!”

#### **Note to Editors:**

##### ***About Maria Sharapova and Sony Ericsson***

*Maria Sharapova has been Sony Ericsson's Global Brand Ambassador since October 2007. As a leading personality not just on the tennis court, but also in the world of style and fashion, Maria Sharapova brings a wealth of fashion knowledge and glamour, by working closely with Sony Ericsson to create and work on exciting and aspirational fashion projects.*

*Sony Ericsson is a top, global industry player with sales of around 97 million phones in 2008. Diversity is one of the core strengths of the company, with operations in over 80 countries including manufacturing in China and R&D sites in China, Europe, India, Japan and North America. Sony Ericsson was established as a 50:50 joint venture by Sony and Ericsson in October 2001, with global corporate functions located in London. For more information about Sony Ericsson please visit [www.sonyericsson.com](http://www.sonyericsson.com).*

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##### ***About London College of Fashion***

*London College of Fashion has an international reputation as a leading provider of fashion education research and consultancy. The unique portfolio of specialist courses range in level from Foundation to Postgraduate. The subject range corresponds to the process of the creation, production and promotion of fashion and the management and marketing of those activities. Many of the College's courses are unique to the UK and offer students an experience unmatched by even a handful of specialist colleges worldwide.*

*Alumni include Jimmy Choo (shoe designer), Harold Tillman (Chairman of British Fashion Council), Joseph Azagury (shoe designer), Jacques Azagury (fashion designer), Linda Bennett (LK Bennett), Angela Buttolph (journalist and TV presenter), Linda Cierach (fashion designer), Patrick Cox (shoe designer), Sarah Harris (journalist), Emma Hope (shoe designer), Ashley Isham (fashion designer) and Andrew Ramroop (tailor).*

*London College of Fashion was established in 1906 and currently has more than 4,000 students, one third of whom come from overseas.*

***About Liberty***

*Liberty, one of London's best loved and completely unique retail emporiums, embarked on a dramatic 'Retail Renaissance' with a sharp new look and a global initiative debuting in spring 2009. The original luxury concept store had its own fashion makeover with a dynamic, more expansive offering along with an innovative and curated new layout at the centre of the store's transformation. From February 2009, Liberty staked its claim as the preferred destination for avant garde fashion and design in London.*

*At the heart of these transformations are the best designer products in the world, brought together within the new space to create an irresistible retail destination. Nowhere else in the world is such a sharply edited range of designer pieces on offer.*

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