



M&CSAATCHI wear it pink
with Breast Cancer Campaign

SHOWING FROM 24TH OCTOBER 2007 - 31ST OCTOBER IN SUPPORT OF WEAR IT PINK

Butcher Couture wears it pink for Breast Cancer Campaign Press Release, October 2007

This October, as part of Breast Cancer Awareness Month, new-luxury organic designer label **Butcher Couture** will be lending its support to 'wear it pink'.

In the lead up to this year's annual fundraising event, held on the 26th October, Butcher Couture is hosting a Private View of what is undoubtedly the Piece-de-resistance from its autumn winter 2007 collection 'The Conquest': **The Elizabeth wedding dress**.

The one-off creation will be on show at M&C Saatchi from the Weds 24th Oct to Tues 31st Oct 2007.

Taken from Butcher Couture's 'Private Collection' the unique gown has been hand knitted by award winning knitwear textile designer Jemma Sykes, who has previously produced garments for Givenchy's Haute Couture collections and counts Alexander McQueen, Michiko Koshino, Etro, Lanvin and Emanuel Ungaro amongst her commissions.

Breathing new life into the traditional wedding dress, '**Elizabeth**' is made from certified organic wool and has been dyed naturally in soft pink for 'wear it pink'. Inspired by the opulence and valour of early Victorian explorers, '**Elizabeth**' is a mastery of contemporary High Fashion, hand knitted with tiers that imitate waves, bringing movement and fluidity to the elegant and majestic silhouette.

'**Elizabeth**' is to be sold exclusively by private sale. Thirty percent of the money raised from the sale will be donated to Breast Cancer Campaign.

As Founder & Managing Director Babou Olengha explains: "Most women dream of the perfect fairytale wedding, with the perfect groom and the perfect wedding dress. '**Elizabeth**' is a celebration of all those things and more importantly a celebration of womanhood. We wanted to donate the dress to a cause which is very important to women, which made Breast Cancer Campaign an obvious choice.

Pamela Goldberg, Chief Executive of Breast Cancer Campaign, adds "Breast Cancer Campaign is very excited to have the support of Butcher Couture for our 'wear it pink' event this year. The money raised will help us to continue researching the cure for breast cancer and we hope the showcase is a huge success"

To inaugurate the exhibition, Butcher Couture will be inviting press, buyers and special guests to 'The unveiling of Elizabeth' at the Preview evening held on the Thurs 25th October 2007 at M&C Saatchi.

'Elizabeth' is available to view by appointment only. Visitors to the exhibition and buyers who wish to view the dress can do so by contacting privateview@butchercouture.com.

For further information on Butcher Couture please contact Babou Olengha
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Notes to Editors

Butcher Couture

So much more than an eco-brand, Butcher Couture is a progressive label pioneering the new identity of luxury, which is embodied by intelligence, integrity, authenticity and imagination. Behind the couture brand lies a foundation built on the concept of livelihood, subsistence and sustainability bringing food for thought to intelligent fashion. Butcher Couture is treading new ground for the fashion industry. These new horizons have inspired their AW07 debut collection aptly named 'The Conquest' which offers two ranges: 'Premium' and 'Private Collection'. Premium is a capsule range of limited edition coats and jackets made from Butcher Couture's signature organic leather, while the 'Private Collection' consists of one-off pieces. Both ranges are to be sold exclusively by private sale.

Butcher Couture has sourced fabrics to make its garments as organic as possible. Leather and wool are certified organic, all garments are dyed naturally, the trims are made to Organic Standards and the threads are Eco Tex certified made with minimal use of chemicals. The labels unique selling point is its combination on High Fashion with High Standards.

Jemma Sykes

Jemma Sykes is a freelance knitwear textile designer, winner of the Texprint Prize for Knit and the Crafts Councils Development Award in 2004. A post-graduate from The Royal College of Arts, she designs personal collections to sell and collaborates with designers, developing fabrics for fashion houses including Alexander McQueen and Michiko Koshino in London, Lanvin, Givenchy and Emanuel Ungaro in Paris, Fuzzi and Etro in Italy. She has previously produced garments for Givenchy's haute couture collections and worked with Michiko Koshino on numerous showpieces. Her creations have been loaned to stars such as Jennifer Lopez and have been featured in French Vogue.

Breast Cancer Campaign

Breast Cancer Campaign is the only charity that specializes in funding independent breast cancer research throughout the UK. Our aim is to find the cure for breast cancer by funding research which looks at improving diagnosis and treatment of breast cancer, better understanding how it develops and ultimately either curing the disease or preventing it.

wear it pink®

Breast Cancer Campaign is asking the whole of the UK to wear it pink on Friday 26 October and donate £2 to help them continue researching the cure for breast cancer. Individuals, companies, hospitals, local authorities, universities and schools the length and breadth of the country will be wearing pink to show their support. wear it pink is the biggest event during Breast Cancer Awareness Month and since its launch has raised a staggering £6.6 million. This year with your help we are looking forward to the most successful wear it pink ever, so come and join the pink mania and help us reach our target of £3.5 million.