

# BMW United Kingdom Corporate Communications



Media Information

3 April, 2014

## **BMW and the V&A celebrate 'The Glamour of Italian Fashion: 1945 – 2014.'**

BMW has partnered with the Victoria and Albert Museum to help a major exhibition showcasing 'The Glamour of Italian Fashion 1945 – 2014.' Exploring the immeasurable contribution of revered individuals and Italian fashion houses, featured displays celebrate the remarkable quality of techniques, materials and expertise for which Italian fashion is renowned.

The style, luxury and quality of the exhibition exudes through photographs, films and around 100 ensembles and accessories by leading Italian fashion houses, including Dolce & Gabbana, Gucci, Prada, Valentino, Pucci and Versace.

The exhibition was inaugurated by a veritable 'Who's Who' of the fashion world, with an exclusive dinner and preview held on Tuesday 1 April. Many of Italy's most influential fashion houses and families were represented at the star-studded function. Guests included Mr and Mrs Nicola Bulgari, Domenico Dolce, Stefano Gabbana, Roberto and Eva Cavalli, Tom Ford, Valentino Garavani, Laudomia Pucci, Angela and Rosita Missoni, Roland Moret and members of the Ferragamo family. Other distinguished attendees included Naomi Campbell, Elizabeth Hurley, Rita Ora, Erin O'Connor, Eva Herzigova, Christopher Kane, Livia Firth, Elizabeth McGovern and Alexandra Shulman OBE.

Tuesday's dinner was followed by an exclusive preview on Wednesday evening, prior to the exhibition opening to the public on 5 April. The preview was attended by guests such as Henry Holland, Emilia Fox, Marie Helvin, Laura Carmichael, Portia Freeman and Mollie King, all arriving at the V&A in a BMW 7 Series.

Uwe Dreher, BMW UK Marketing Director said: "BMW has enjoyed a number of successful collaborations with artists and designers over the years, but this is our first

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partnership with the V&A, arguably the world's greatest museum of art and design. The 'Glamour of Italian Fashion' exhibition will be one of the most high profile fashion exhibitions in the UK this year and we were delighted to support its launch by providing a fleet of our flagship 7 Series to transfer VIP guests to and from the prestigious preview events.

"Italian fashion is the epitome of style and luxury; qualities synonymous with BMW and, in particular, the BMW 7 Series. Guests attending the dinner and preview evenings included some of the most influential people in the fashion world, with an eye for luxury and attention to detail. Hopefully, they will have appreciated the 7 Series' flawlessly executed design, supreme comfort and the quality materials and workmanship that make it the first choice for both passengers and drivers alike."

#### **Ends**

#### **The BMW Group**

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

Further information about the BMW Group can be found here:

Web: [www.bmwgroup.com](http://www.bmwgroup.com)

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YouTube: <http://www.youtube.com/BMWGroupview>

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