



23rd September 2009

MEDIA PHOTO AND INTERVIEW OPPORTUNITY

Event: Fashion visionary George Davies to visit Bristol Fashion Week at The Mall at Cribbs Causeway to launch his new fashion collection **GIV^e**.

Date: Thursday 1st October 2009

Timings: 1pm – 2pm George Davies attends Bristol Fashion Week to see new **GIV^e** collection modelled on the catwalk in The Fashion Pavilion outside the main entrance. Post-show photo/interview opportunities.

2.30pm - George Davies opens the new **GIV^e store on the Upper Level of The Mall. Photo/interview opportunities**

3pm – George departs

Fashion visionary George Davies will visit Bristol Fashion Week at The Mall at Cribbs Causeway on Thursday 1st October to unveil **GIV^e**, his latest fashion venture which launches nationally that day.

GIV^e is a new and exciting womenswear collection combining designer style and luxurious fabrics at affordable prices.

As well as officially opening the new **GIV^e** store at The Mall at 2.30pm, George will attend the 1 o'clock fashion show to see highlights from his 140 piece launch collection featured on the catwalk at Bristol Fashion Week, The Mall's fashion and beauty spectacular that runs from 26th September to 4th October.

The new **GIV^e** store is one of only eight stand-alone stores in the UK and the only one in the South West and further enhances the strong fashion offer at The Mall.

