

## **SUPERDRUG LAUNCHES THE NEW PRINCE'S TRUST COLLECTION** **- introducing the follow-up design to the phenomenally successful Superdrug Prince's Trust charity It bag -**

Today, Tuesday May 8<sup>th</sup> 2007, Superdrug launches its latest charity fundraising collection for The Prince's Trust. Zoe Ball, TV presenter and Prince's Trust ambassador launched the collection at Superdrug's store on Kensington High Street, London.

In 2006 the first charity bag sold in Superdrug in aid of The Prince's Trust (designed by Dead on Arrival) raised over £100,000. The new fundraising collection has been designed by top fashion designer Walé Adeyemi, who is himself a Prince's Trust ambassador.

Zoe Ball, Prince's Trust ambassador said: "I'm delighted to support the launch of this new collection. Living in Brighton I'm a great fan of flip flops, but looking at today's weather I think I may buy the fundraising umbrella instead."

The original Prince's Trust bag was one of the hot bags of last year, being toted by everyone in the fashion world including Kate Moss. Superdrug predicts this new tote will be the charity It Bag of 2007. As well as the essential tote, the collection includes a mini umbrella, flip flops and a nail file. All items in the collection come in a monochrome design and an emerald and fuchsia colourway, as well as a charm inspired chain design.

The collection will then be available in all 900+ Superdrug stores across the UK and Southern Ireland.

Gary Donoghue, director of fashion at Superdrug said: "The success of our first Prince's Trust charity bag was amazing. We are confident that we can match that with this collection designed for us by Walé. Customers already know they can trust us to offer catwalk style at high street prices and this charity collection gives them real designer credibility."

The Superdrug collection will help change young lives and contribute to the £1million every week The Prince's Trust needs to raise to continue its work.

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The Walé Adeyemi collection for The Prince's Trust

Available exclusively at Superdrug

Bags	£4.99
Flip flops	£2.99
Umbrella	£7.99
Nail file	£1.49

- ends -

For further information please contact Jenny Hill on 020 7896 3404 / 07971 117265 or email [superdrug@z-pr.com](mailto:superdrug@z-pr.com)

Notes to editors:

- Superdrug is the United Kingdom's most fashion conscious beauty and health retailer with over 900 stores in the UK and Eire. A programme of growth will see over 950 Superdrug stores by the end of 2007. Superdrug currently has 226 pharmacies
- Superdrug is one of the health & beauty retail brands from the A.S. Watson Group (ASW) family – the world's largest health & beauty retailer and the largest perfumeries & cosmetics retailer. With a history dating back to 1828, ASW has evolved into an international retail and manufacturing business with operations in 34markets worldwide
- AS Watson has a network of over 7,500 retail stores globally with store in over 1,800 cities. AS Watson currently has over 98,000 employees and serves over 25 million customers a week
- Customers can now shop online at [www.superdrug.com](http://www.superdrug.com)
- Wale Adeyemi first appeared on the Fashion Radar when David Beckham stepped out in his signature graffiti jacket. Wale's reputation has continued to go from strength to strength thanks to his high profile clientele that include: Estelle, Usher, Charlotte Church and Black Eyed Peas
- Walé Adeyemi has been working as a designer under his own name for the past 8 years, but it wasn't that long ago when all this was just an unattainable dream. After graduating from the Thurrock Technical College, Walé furthered his studies at the Kent Institute of Art and Design, where he left with a view to window dressing. It wasn't until some time later when Walé was working at the designer boutique Head Over Heels in Covent Garden (whilst running a successful stall at London's infamous Camden Market at weekends) that he truly arrived on the fashion scene, with Urban Outfitters becoming his first official UK stockist
- As well as his B-side collection, Walé lists celebrities such as Ms Dynamite, June Sarpong, Alicia Keyes, Mos Def, Harvey, Beyonce, Missy Elliot, Lisa Maffia, David and Victoria Beckham, to name but a few that are keen fans and clients of his be-spoke collection 'Walé Adeyemi'. Walé has recently introduced this collection to the public as he looks to evolve his range of more tailored and luxurious garments to a wider audience
- Yet in spite of the high profile that his work has attained him Walé has always maintained a relaxed attitude towards his achievements. Recognition of his talent came when Walé was presented the Fashion and Design Award at the Multi-Cultural Awards in 2001. He also received an accolade at the Urban Music Seminar a year earlier, and became an ambassador for The Princes' Trust
- As a role model for kids Walé relishes the challenge of being able to put something back to the community and regularly partakes in interviews, leaving discussions and workshops, such as the government funded Aim Higher programme and Karrot, an organization run by the Metropolitan Police
- Youth charity The Prince's Trust helps change young lives. It gives practical and financial support, developing key workplace skills such as confidence and motivation. It works with 14- to 30-year-olds who have struggled at school, have been in care, are long-term unemployed or have been in trouble with the law.
- The Prince of Wales's charity has helped more than 550,000 young people since 1976 and supports 100 more each day. Almost three in four young people The Trust helped last year moved into work, education or training. Further information about The Prince's Trust is available at [www.princes-trust.org.uk](http://www.princes-trust.org.uk) or on 0800 842 842.

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