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Cityco announces fashion-focused campaign to attract stylish shoppers to the city

Cityco, Manchester's city centre management company, has announced a new marketing campaign 'Manchester – Heart of Fashion' that will send Manchester into a fashion frenzy this autumn. Aimed at attracting more people to choose the city for a shopping spree, a host of fashion-focused events will take place to tempt style-conscious shoppers.

To support the campaign, a 68 page style guide to the city centre is being produced that will be available free from the new Manchester Visitor Information Centre, hotel rooms in the city and tourist information centres across Greater Manchester.

The Manchester Style Guide, edited by well-know Manchester Evening News columnist, Helen Tither, is a handy hand-bag sized directory showcasing the highlights of Manchester's city centre shopping experience. It includes listings of more than 200 stores, independent shops and boutiques. There is also a helpful section on food, drink, hotels, culture. The guide will also contain transport information and a useful map.

At the centre of the style campaign is the opening of The Avenue in Spinningfields, Manchester's newest shopping destination for international luxury brands which includes Armani and Flannels, the refurbishment of Debenhams department store on Market Street and House of Fraser Kendals' 175th anniversary.

Retailers across the city including Harvey Nichols, House of Fraser and Selfridges will be hosting a series of fashion-themed events. There will also be a Best of Manchester fashion awards recognising the talents of a young designer, independent shop of the year and a lifetime achievement award.

Vaughan Allen, chief executive of Cityco, Manchester's city centre management company said: "Without doubt Manchester city centre has the best range of fashion retailers outside of central London. The choice is second to none from independent shops in the Northern Quarter and new designers in Afflecks, to high-end stores on King Street, The Avenue and New Cathedral Street. This campaign is an opportunity to celebrate the great variety of shops we have here and entice more stylish shoppers to explore what Manchester has to offer."

For more information on the Manchester – Heart of Fashion campaign visit www.visitmanchester.com. The Manchester Style Guide will be available to download from the website in October.

Manchester – Heart of Fashion has been made possible thanks to the support from Marketing Manchester, Manchester City Council, First Transpennine Express, Northern Rail, GMPTE, NCP, Stagecoach and Manchester Arndale, Manchester Markets, Harvey Nichols, House of Fraser and Selfridges.

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Notes to editors

Cityco works in partnership to manage and market city centre Manchester. It is an independent, not-for-profit, company funded by both public and private sector. For more information visit www.cityco.com.

House of Fraser - Thought to be the Europe's oldest department store, originally called The Bazaar, it was located across Deansgate on the Waterstones site. The store was bought from the Watts family, who built the warehouse which is now the Britannia Hotel, by three businessmen called Kendal, Milne and Faulkner and became known as Kendal Milne and Co Ltd and more recently as Kendals.

Spinningfields is the most significant Grade A office development in Manchester and the largest city centre office scheme in the UK. With a total investment of £1.5bn, Spinningfields comprises 427,450 sq m (4,600,000 sq ft) mixed-use development between the River Irwell and Deansgate – one of Manchester's main thoroughfares. It has a combination of world-

class architecture and inviting contemporary public space, with a vitality that comes from its exciting mix of offices, retail, restaurants, bars and living space.

The next phase of Spinningfields will see a dynamic new energy with signature restaurants, a host of international brands, spa and gym services, art and live entertainment. Shoppers and workers will be able to relax and be entertained in an array of impressive eateries and restaurants making Spinningfields one of the most lively destinations in the North West.

This campaign coincides with a host of other festivals across the city including the Manchester Food and Drink Festival, In the City, Manchester Comedy Festival, Manchester Science Festival and Manchester Literature Festival, demonstrating the diversity of Manchester's cultural offer.