



## PRESS RELEASE

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### **More stores to sell Peter Saville Manchester gift wrap as demand increases**

The limited edition gift wrap designed by Peter Saville, Manchester's Creative Director and Co-founder of Factory Records is proving such a hit with Christmas shoppers that the number of outlets selling it in Manchester city centre has now increased.

In addition to the Tourist Information Centre in St Peter's Square, Manchester City Art Gallery, Urbis, Visit Manchester's Christmas market stall in Albert Square and Vinyl Exchange in the Northern Quarter it can now be bought from Selfridges' Manchester store, MOSI, Northern Flower on Tib Street, the Whitworth Art Gallery and Manchester Cathedral gift shop and the Cathedral's Christmas market stall in Exchange Square. It can also be bought on-line at [www.visitmanchester.com](http://www.visitmanchester.com).

Each tube contains two 1 metre x 70 cm sheets and is priced at £2.99. Northern Flower is offering a gift wrap service as well as selling the paper. For details call 0161 832 7731 or e-mail [info@northernflower.com](mailto:info@northernflower.com).

The Manchester print has been specially created for the City for Christmas as part of a wider recession-busting marketing campaign commissioned by Cityco. The multi-coloured abstract design, which is taken from one of Saville's 'waste paintings' started out as a fashion photograph for a magazine. The aim of the design is to subtly evoke the warmth and emotion of Christmas in a contemporary way.

Kate Harrison, chief executive of Cityco, the city centre management company, said: "We've been delighted with the level of interest so far. People seem to really love the design and it's become quite a talking point around town. With Peter Saville's Factory Records connections and his international reputation as a designer, people see this as a unique opportunity to own one of his designs and we're finding they want to frame it, rather than wrap presents in it, which is great. For those who do use it as gift wrap, it's been cleverly designed so each piece has a completely different look and even colour when wrapped around a present."



Jane Sharrocks, General Manager of Selfridges Manchester said: "The gift wrap is beautiful and we're really pleased to be able to stock it in our store. Designing gift wrap for Manchester is such a creative idea. It's great to be involved and support this initiative as part of the wider Christmas marketing campaign for the city. We're selling the gift wrap on the lower ground floor."

For more information on Manchester city centre Christmas campaign visit [www.visitmanchester.com](http://www.visitmanchester.com)

**- Ends -**

For further information please contact Roz Hughes at Cityco on T: 0161 838 3262 or on M: 07967 800395

**Notes to editors**

Cityco is Manchester's city centre management company. It is an independent not-for-profit company working in partnership to promote and enhance Manchester city centre. Cityco's central aim is to improve and promote the city centre, to create the conditions for businesses to prosper and to develop the city centre's role as the hub of a world-class region. The company plays a coordination role in; strategic initiatives to benefit the economy; promoting the city as a primary retail and commercial location; and to facilitate quality management of the external environment.