



PRESS RELEASE

UNIQLO designs, manufactures, markets and sells casual wear that can be worn by anyone, any day

The Design Museum announces UNIQLO's nomination in the 'Brit Insurance Designs of the Year' awards, celebrating the best in international design.

These exciting new annual awards, celebrate the most innovative and progressive international design over the past 12 months and UNIQLO have been shortlisted in the fashion category for their Pantone® cashmere collaboration, alongside top fashion designers Giles Deacon, Yves Saint Laurent and John Galliano.

The Pantone® cashmere collection for both men and women was UNIQLO's bestseller during the Christmas retail period and was available exclusively at the newly opened global flagship store at 311 Oxford Street, London.

Nominated by international design experts including **Nick Knight, Philipp Rode** and **Wayne Hemmingway**, the comprehensive shortlist reflects the best designs of the past 12 months, spanning seven categories covering all design disciplines: Architecture, Graphics, Fashion, Product, Furniture, Interactive and Transport.

This year's shortlist will be judged by a high profile panel including **Nadia Swarovski, Rolf Fehlbaum** and **Antonio Citterio**.

The 100 shortlisted designs will be exhibited at the Brit Insurance Designs of the Year exhibition at the Design Museum from 13 February until 27 April 2008. The overall winner will be announced at the Awards Ceremony on 18 March 2008.

- Exhibition opens on 13 February 2008
- The seven category winners will be announced on 11 March 2008
- The awards ceremony and overall winners will be announced on 18 March 2008

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