

## GEORG JENSENS GLOBAL LAUNCH PARTY WITH ANOTHER MAGAZINE DURING LONDON FASHION WEEK THE 14<sup>TH</sup> OF FEBRUARY

### PRESS RELEASE:

Georg Jensen presented the Daisy collection with a cool launch event during London Fashion Week.

CONFIRMED GUESTS here enjoyed exotic Suka-designed sweets and oriental-style teas, as well as bespoke cocktails courtesy of Tanqueray gin.

The party was held together with Another Magazine at the luxuriously renovated Suka Terrace at the Sanderson Hotel. The terrace filled with flowers and beautiful Georg Jensen MASTERPIECE candelabras created a wonderful atmosphere and a lovely afternoon/evening with guests who included:

Jefferson Hack plus girlfriend model Anouk Lepere  
Charlotte Casaraghi, Princess of Monaco  
Actress Margo Stilley  
Movie director Richard Mortimer  
Celebrity DJ trans. Jodie Harsh

Guests left with a gift bag containing a beautiful Daisy bracelet, a Georg Jensen Daisy look book, a product CD and press release, as well as the new issue of bi-annual fashion magazine Another Magazine which, by the way, is owned by ex-boyfriend of Kate Moss, Jefferson Hack, who is also the founder of the magazine Dazed and Confused

### *About Georg Jensen*

*Georg Jensen founded in Denmark in 1904 began as a silversmith's workshop creating exclusive silver jewellery, flatware and hollowware. Millions of people all over the world are drawn by the Scandinavian design, the unique quality and superior craftsmanship, and Georg Jensen is recognised as one of Denmark's best-known and most-loved brands, with over 100 stores worldwide.*