

DOROTHY PERKINS

Gok Wan for Dorothy Perkins

Highstreet fashion retailer Dorothy Perkins today announces the launch of an exciting and innovative collaboration with celebrity stylist and Channel 4's renowned TV personality, Gok Wan.

Gok Wan's feel-good philosophy - celebrating the body, embracing assets and empowering all women to feel beautiful, regardless of shape and size - is perfect for the Dorothy Perkins customer looking for imaginative yet accessible outfit direction.

Offering the ultimate confidence boost for women of all ages, Gok is working exclusively with Dorothy Perkins from April 2008. Throughout the campaign Gok will select his must-have buys from Dorothy Perkins and use each new collection to illustrate his noted style and figure-fixing advice.

"I'm all about supporting the high street and I think fashion should be accessible to everyone, on every level"

The online campaign at dorothyperkins.com includes a new topical 'how to wear' or fashion feature every week, Gok's favourite 'Grab of the Week', regular top tip emails to customers and interactive question-and-answer sessions. Entertaining video clips, starring Gok and showcasing what customers should be wearing for their body shape, are also available online.

The campaign is reinforced in all Dorothy Perkins stores with striking 'Gok loves' window graphics, catchy sound bites at point-of-sale, store posters and inspiring radio messages. Gok will also be appearing at major store events, offering customer make-overs.

Having studied at London's Central School of Speech and Drama, Gok's love of fashion and beauty subsequently prompted him to a career-change, initially into hair and make-up and then fashion. Now 31 years old and having worked with various high-profile celebrities ranging from All Saints through to Blondie, his style portfolio is extensive. His passion for all things theatrical continues and his riveting primetime show 'How to Look Good Naked' returns to Channel 4 in April 2008. The new book accompanying the series launched in March last year to great acclaim.

Dorothy Perkins has over 600 stores nationwide and in addition to the main range offers Maternity, Tall, Petite, lingerie, nightwear and a wide range of accessories including jewellery, shoes and bags. The website, dorothyperkins.com, is the brand's biggest store, updated daily with new fashion and selling over 2000 product lines.

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