

## **b STORE BIOGRAPHY**

bSTORE brand originated in august 2001 as a shoe line. The store opened at the same time, to launch the brand to an international market. Stocking graduate collections the store went on to help launch the career's of many young designers and has built a reputation for stocking a selection of new, young talent. In 2006 the store relocated to Savile Row and the brand extended its offer to include a unisex clothing line which gave b store another dimension the store won the British Fashion Award for 'Shop of the Year'. September 2009 will see bSTORE showing for the third consecutive season. This year bSTORE was invited to be a part of the design museum's summer exhibition SUPER CONTEMPORARY, brand's first collaborative product with g shock launched and a separate women's line will be launched for AW10.

**Sales:** Ben Demiri +44 (0) 20 7734 0467 / [ben@sixlondon.com](mailto:ben@sixlondon.com)

**Press:** Nicky/Patrick at Village Press +44 (0) 20 7490 7394 / [nicky@village-press.com](mailto:nicky@village-press.com)