



BLACKBERRY SMARTPHONES BECOME THE HANDBAG ESSENTIAL FOR LONDON FASHION WEEK

Official catwalk schedule, designer biographies, live news reports and Twitter streams all available on BlackBerry handsets

One of the most anticipated events on the global fashion calendar, London Fashion Week, is this year being brought to visitors for the first time on BlackBerry® handsets. As the official handset of London Fashion Week, BlackBerry® smartphones are enabling the world's fashionistas to access the catwalk schedule to ensure they know where to be and when, simply by downloading the London Fashion Week application by Viigo from www.londonfashionweek.co.uk/blackberry or from BlackBerry App World™.

The bespoke application, developed by Viigo for the British Fashion Council, allows visitors to create their own personalised schedule, receive live updates when shows are running late and access all the official content on the London Fashion Week website whenever they need it, wherever they are.

The application also provides BlackBerry users inside access to designer information and biographies, LFW news and photo galleries, along with recommendations of the hottest restaurants, bars, clubs and hotels in town!

All BlackBerry users need to do is visit www.londonfashionweek.co.uk/blackberry or BlackBerry App World and download the application. Not only will they find the catwalk schedule, the news and the photos but also the live LFW twitter streams and RSS feeds from all the top fashion websites.

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