



asos.com & LCF's LTD 100 Collection is an Instant Sell-out

Entire LTD 100 collection sells out on asos.com in only 2 minutes

London: Fashion e-tailer, asos.com, announces that LTD 100 design collection in association with London College of Fashion, was an instant sell-out when it launched online at 1pm on 16 June 2008. Within the first few minutes of going live, the 100 one-off pieces were snapped up by quick clickers eager to secure a piece of design history.

The collection of designs from London College of Fashion final year students was made up of menswear, womenswear and accessories and with all students set to receive 100% of the sales of their designs. Three winning designers were chosen from the LTD 100 collection who will go on to take up placements within the asos.com design team later this year, with the overall winner also receiving an all-expenses paid inspirational trip to Tokyo with the design team.

The LTD 100 collection and winning designers were hand-picked by a high profile panel of fashion experts including designer du jour Henry Holland, Vogue's Emma Elwick, B Store owner Matthew Murphy and model Ben Grimes. Talking about the collection and the collaboration, Henry Holland said: "Some of the workmanship is amazing! It's really nice to get asked to do stuff like this; supporting emerging design talent is really important."



LTD 100 Accessory winner
Ursula Inglis-Jones

LTD 100 Menswear winner
Samantha Ball

LTD 100 Womenswear winner
Lui Sin Ki

Winner of the **LTD 100** womenswear prize was awarded to Lui Sin Ki whose structured, angular black sequin dress wowed the judges with its appreciation of the female form. Her design impressed the judges so much that she also went on to be crowned the overall **LTD 100** winner.

Commenting on her design, Rob Bready, asos.com's product and trading director and one of the LTD 100 judges, said: "We were truly impressed with the structuring of this classic design

which celebrates the female silhouette in all its glory. Easy to wear and effortless, this would be a failsafe fashion favourite that most women would love to have in their wardrobe."

LTD 100 menswear winner, Samantha Ball, won the judges over with her beautifully tailored double breasted coat. Bready said: "The tailoring on the winning piece was superb with fantastic craftsmanship and quality fabrications which gave this item a premium edge."

Ursula Inglis-Jones, winner of the LTD 100 accessories award, was praised for the amazing detail of her oversized leather handbag. Bready said: "The craftsmanship of this design is outstanding with its attention to detail making it feel like a true luxury must-have."

Robert Bready, Product and Trading Director, asos.com said: "This is the second year that we have joined forces with London College of Fashion to celebrate and nurture the talents of the UK's hottest designers. This year, through the **LTD 100** project, we are giving fashion lovers the unique opportunity to own a truly limited one-off garment which has the potential to become a piece of future design history. And judging by the speed at which it sold out, there is a genuine desire for new design talent out there."

Colin Renfrew, Dean of the School of Design and Technology at London College of Fashion, said: "It's hugely important to support young designers in this country. We produce some of the best designers in the world and through this partnership with asos.com, we are able to help develop fashion students for their future design careers."

<http://www.asos.com/Woman/Ltd-100/Cat/pgcategory.aspx?cid=4921>

Notes to editors:

asos.com & LCF's 2008 collaboration – LTD 100

Earlier this year, ASOS.com set final year LCF students the challenge of submitting up to three designs for inclusion in an exciting capsule collection of 100 one-off designs titled **LTD 100**.

asos.com & LCF's 2007 collaboration – The Fame, Fortune & Fashion Awards

Last year, ASOS.com held its first collaboration with LCF – the Fame, Fortune & Fashion Awards. The students' brief: to create an innovative, but commercially viable outfit inspired by iconic stars of the 21st century. The judges' brief: to choose one menswear winner and one womenswear winner to receive the **Fame, Fortune & Fashion Award**. Twelve final-year London College of Fashion students made it through to the finals of the **Fame, Fortune & Fashion Awards** and showcased their work at a runway show held at LCF. As well as receiving half of the profits generated by their designs, students were competing for the chance to win a coveted three-month work placement with the ASOS.com design team.

About asos.com

Launched in 2000, asos.com is firmly established as the UK's leading online fashion store. asos.com offers an extensive range of own brand women's and men's fashion, designer labels, lifestyle accessories and cult beauty brands. asos.com is the second most visited on-line clothing store in the UK attracting over 3.3 million unique visitors per month, and has received numerous awards such as Drapers E-tailer of the Year 2006, Retail Week Online Retailer of the Year 2007, and Business XL Company of the Year 2007, to name a few.

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asos.com, London College of Fashion, students, fashion, LTD 100, Henry Holland, Ben Grimes, Emma Elwick, Vogue, Matthew Murphy, B Store, clothes, dress, dresses, fashion tops, fashion skirts, men's jeans, men's t-shirts