

Topshop Pledges To Continue Support For Fashion Targets Breast Cancer



Released on: April 01, 2010, 12:06 am

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Industry: [Retail](#)

Topshop has announced it will continue its support of charity initiative Fashion Targets Breast Cancer in 2010 with the launch of a limited edition jersey vest, available in-store and online from the end of March

Topshop has been working with Fashion Targets Breast Cancer since 2005, originally producing an exclusive shopper bag each year for the charity, which was then sold in store and online.

Following the success of 2009's bold target print Tshirt, modelled by Jourdan Dunn, this year the charity garment will be a vest emblazoned with the slogan 'Love to Love'. It will retail at £16, with £5 from every vest sold going to the charity.

In addition, charity pin badges and friendship bracelets will also be on sale from the [women's fashion](#) retailer for a minimum donation of £1 for a pin and £2 for a bracelet.

Fashion Targets Breast Cancer is the flagship fashion campaign of Breakthrough Breast Cancer, a pioneering charity dedicated to the prevention, treatment and ultimate eradication of breast cancer.

FTBC was established in 1990 by Ralph Lauren after his friend and fashion editor of the Washington Post, Nina Hyde, died of breast cancer. Since the campaign launched in the UK in 1996 it has raised over £10.5 million for Breakthrough Breast Cancer's vital research, campaigning and education work.

This year, Fashion Targets Breast Cancer was launched with a series of new images, shot by world renowned photographer Mario Testino, featuring Kylie Minogue, Sienna Miller and Claudia Schiffer.

About

Topshop was established in 1964 and is part of Arcadia Group Ltd. Sir Philip Green became owner of Arcadia Group Ltd in 2002.

Topshop:

Topshop is continually recognised as being an authority on women's fashion, having won several awards for it's design reputation and new services, and has a wide range of clothing from women's jeans and women's jackets to maternity wear.

Topshop was the first fashion retailer to show on schedule at London Fashion Week in September 2005 when it presented its own acclaimed in-house design collection Unique (created in 2001). Subsequent partnerships with international boutiques as far flung as Tokyo and LA followed and Topshop continues to grow its reputation for supporting exciting new talent.

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Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)