

21st February 2012



Sixth Annual Grazia Style Awards to take place April 2012

Voting has begun for what is set to be the most stylish event of the year

One of the most stylish events on the calendar is fast approaching, with *The Grazia Style Awards* taking place on the 4th April 2012 at the Johara ballroom, Madinat Jumeirah. Voting is now open for the nominees, and readers have until March 28th to nominate their favourite brands before a shortlist is created. “*White with a burst of colour*” is the theme for this years annual awards ceremony, commonly referred to as the go-to guide for the region’s most fashion savvy shoppers. Celebrating the region’s fashion industry, *The Grazia Style Awards* gives the public a chance to vote for their favourite shops, designers and most stylish readers. *Grazia* is awarding outstanding achievers in 14 different categories for the coveted *Grazia Style Award*.

Previous hosts of the event included Dubai’s Rosemin Manji and British designer Henry Holland, founder of House of Holland, which ensured the focus was always on style. This year Henry Holland will be returning to host the event, making sure it is one of the most exclusive nights of the year. The hip young designer Henry Holland shot to fame in 2008 after his solo show at London Fashion Week, and is most famous for his 80’s inspired t-shirts with slogans such as “Get your freak on Giles Deacon”. House of Holland is currently sold in premium stockists including Selfridges, Harvey Nichols, Barneys and Browns Focus.

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Set in the luxurious Johara Ballroom of the Madinat Jumeirah, next to the iconic Burj Al Arab, the event is sure to be a stunning affair with the who's who of the Dubai fashion scene out in full force.

Voters will automatically be entered into a draw to win one of several fabulous prizes, including the chance to win a luxury trip to the Maldives and an invitation to *The Grazia Style Awards*. To vote simply log onto

www.ahlanlive.com/graziastyleawards

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Note to Editors:

List of Grazia Style Awards 2012 categories:

Best Boutique

Best Department Store – Splurge/Budget

Best Shopping Destination

Best Online Retailer

Best Shop to spend Dhs500

Best Shop to spend Dhs1,000

Best Shop to spend Dhs1,500

Best Regional Designer

Best Local Designer

Best International Designer

Best Accessory Designer

Best Shoe Brand- Splurge/Budget

Best Style Blogger

Most Stylish Reader

About *Grazia Middle East*

Grazia Middle East is the only English language weekly luxury fashion magazine in the Middle East. The mix of exclusive and attention-grabbing A-list news, combined with an inside track on local and international style, makes Grazia a must-read for fashion lovers

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across the region. In their own words, readers are "addicted" to the weekly fix of fashion that Grazia Middle East guarantees.

About ITP

ITP publishes more magazines serving the Middle East's business and consumer markets than any other company. The group's activities include magazine publishing, Internet ventures and online publishing, contract and corporate publishing, event management and digital printing services.

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