

## PRESS RELEASE

*Date:* 24/10/2012

*Subject:* 2012 fashion show organised by the Luxembourg-City section of the Red Cross

### **With support from BGL BNP Paribas, the Luxembourg Red Cross features an ESCADA fashion show at its annual gala evening**

In collaboration with BGL BNP Paribas, the Luxembourg-City section of the Red Cross held its prestigious gala evening and fashion show at the Cercle Municipal on 24 October 2012. Following RENA LANGE in 2010 and AZZARO Couture in 2011, this year's show featured ESCADA Couture. The evening was organised under the High Patronage of HRH the Grand Duchess Maria Teresa, President of the Luxembourg Red Cross.

Guests were treated to a view of the ESCADA Spring/Summer 2013 collection, which is inspired by the Czech artist Alfons Mucha. His unique style of painting often portrayed a highly feminine woman wearing romantic, soft silhouettes and surrounded by a multitude of flowers. Navy, off-white, periwinkle blue and coral dominate the colour palette with vivid accents of guava and pistachio. The focus is on femininity with body conscious silk and jersey dresses, summer suits and delicate knitwear styles that include modern tunics and short dresses.

As in previous years, BGL BNP Paribas offered its support to the Luxembourg Red Cross in organising this event in aid of highly vulnerable people. The collaboration is fully in keeping with the bank's long-term commitment to corporate social responsibility and solidarity with disadvantaged communities.

#### **About the Luxembourg Red Cross**

Acting on the seven fundamental principles of its movement, which include impartiality and humanity, the Luxembourg Red Cross works to improve the living conditions of the most vulnerable elements in society, without distinction of race, religion, social condition or political affiliation, through its various activities in the areas of health, youth, social work, and humanitarian action.

#### **About BGL BNP Paribas**

BGL BNP Paribas ([www.bgl.lu](http://www.bgl.lu)) is one of the largest banks in the Grand Duchy of Luxembourg. As a leader on its domestic market, it offers an especially wide range of financial products to individuals, professionals, private banking clients and businesses. BGL BNP Paribas is Luxembourg's number-one provider of banking services to professionals and small- and medium-size companies, and number two in services for individuals. It is also the leader for bancassurance. In 2011 the international magazine The Banker named BGL BNP Paribas "Bank of the Year" in Luxembourg.

#### **About ESCADA**

As one of the world's leading luxury womenswear brands, ESCADA stands for modern elegance, cool glamour, and sensual femininity. The brand, founded in 1978 by Margaretha and Wolfgang Ley, provides a distinct sense of refined quality, workmanship, and excellent fit and is characterized by color, print, and the love for detail.

Under the two product lines ESCADA and ESCADA SPORT the brand offers its customers a lifestyle concept for dressing, filled with everything from must-have daywear for business and leisure to glamorous eveningwear as well as ESCADA shoes, bags, fragrances, eyewear, watches, jewelry, and home textiles.

With around 1,100 points of sale, ESCADA is present in 80 countries worldwide with 18 international subsidiaries throughout North America, Europe, and Asia.

**Press contacts:**

**Luxembourg Red Cross**

Rita Krombach +352 691 50 06 51

[rkrom@pt.lu](mailto:rkrom@pt.lu),  
[www.croix-rouge.lu](http://www.croix-rouge.lu)

**BGL BNP Paribas**

Anne Wenandy +352 42 42-46 14

Eliane Thines +352 42 42-62 64

Valérie Michiels +352 42 42-65 34

[anne.wenandy@bgl.lu](mailto:anne.wenandy@bgl.lu)  
[eliane.thines@bgl.lu](mailto:eliane.thines@bgl.lu)  
[valerie.michiels@bgl.lu](mailto:valerie.michiels@bgl.lu)