

PRESS RELEASE

Date: 21/10/2014

Subject: 2014 fashion show organised by the Luxembourg-City section of the Red Cross

With support from BGL BNP Paribas, the Luxembourg Red Cross features a SONIA RYKIEL fashion show at its 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, Place d'Armes, Luxembourg, on 21 October 2014. Following AZZARO and ESCADA, this year's show featured SONIA RYKIEL 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 SONIA RYKIEL Spring/Summer 2015 collection, and then enjoyed a buffet dinner. The evening closed with a draw that allowed one lucky participant to win a prize donated by SONIA RYKIEL.

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

The mission of the Luxembourg Red Cross is to "improve the living conditions of the most vulnerable elements in society." Thousands of volunteers and over 1700 professionals make it a major player in the areas of health, youth, social work, and humanitarian action. Thus, the Luxembourg Red Cross is involved in a variety of activities, such as emergency international humanitarian help, home care, blood transfusion, convalescence, welcoming of elderly or dependent people to day care homes, social assistance, welcoming of migrants and refugees, individual help to people in difficulties, transition homes and youth homes, and socio-family therapy services.

About BGL BNP Paribas

BGL BNP Paribas (www.bgl.lu) is one of the largest banks in the Grand Duchy of Luxembourg. 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. Euromoney has named BGL BNP Paribas as "Best Private Bank in Luxembourg" in 2014, the third time in five years.

About SONIA RYKIEL

Sonia Rykiel created her ready-to-wear fashion house in 1968. Based in Saint-Germain des Près in Paris, she is a free spirit who has been part of French culture from the 1970s to the present day. Sonia Rykiel innovated not only in the cut of her clothes but also in her approach, which she refers to as "la Démode", a neologism that reflects her aim to fit the garment to the wishes of the woman rather than the couturier.

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