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**THE SOUND OF FASHION:
SUNDAY GIRL SETS UP @ THE MAY FAIR BAR FOR
LONDON FASHION WEEK**



The May Fair Bar; the official hub of London Fashion Week and London's young, glamorous and well-connected, has announced the launch of a new venture with one of the capital's hottest fashion and music rising stars - Sunday Girl.

Described by The Observer as "The One To Watch" and fresh from collaborating with Martin Solveig and Firetrap; DJ, model and talented singer-songwriter, Sunday Girl (aka Jade Williams) will be celebrating LFW and setting Mayfair up for the week ahead, with the launch of her Sunday night DJ residency "Sunday Girl @ The May Fair" from 19 February.

Celebrated for being the "Best Hotel Bar"¹ in the "Coolest Hotel"², the [May Fair Bar, in the heart of Mayfair](#), has an established position as the must-visit venue for London's fashionable jet-set. This latest partnership with Sunday Girl is one of many which celebrates it's fashionable and creative roots including sponsorship of the British Fashion Council's London Fashion Week and the BFI's Film Festival.

¹ Evening Standard 2011

² Coolbrands 2010 & 2011

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Sunday Girl @ The May Fair will be mixing the coolest tunes, with old-school tracks and eclectic beats from 8pm-9.30pm every Sunday night. Support will be from the May Fair Collective; a set of music stars from 6.30pm-8pm. Jesse Wood son of Rolling Stone Ronnie Wood, will be the first to support Sunday Girl on 19 February.

Said Sunday Girl "I'm really excited to be hosting my own Sunday night residency at the May Fair Bar. It'll be a great mix of fashion, music, friends and cocktails. Come along - i'll either be on the decks or on the dance floor!"

Said Bar Manager Marios Elias "We've long been associated with the top names in the music industry – Lennon, Jagger, Dylan, Madonna and Lady Gaga have all partied here over the years - but we're really looking forward to supporting and providing a showcase for the next big name. It'll be the first time we've ever had a resident DJ and I can't wait to see the public's reaction."

Sunday Girl at the May Fair will launch on Sunday 19 February from 6.30pm-9.30pm. Entrance is free. For more information visit www.themayfairhotel.co.uk

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NOTES TO EDITORS:

- Situated in the heart of the Mayfair village, the May Fair Hotel (www.themayfairhotel.co.uk) has been a by-word for elegance and style since it was opened by King George V. Once owned by the filmmaking Danziger Brothers, it is the official hotel of London Fashion Week (5th year running) and the official hotel of the 55th BFI London Film Festival, in partnership with American Express (4th year running). It has been recognised as being "the Best Hotel Bar in London" (Evening Standard) and awarded Cool Brands status in 2010 and 2011 (2nd year running).
- For more information or reservations, contact: The May Fair Hotel on 020 7769 4041 or visit themayfairhotel.co.uk. You can also follow us on Twitter; @themayfairhotel or YouTube; youtube.com/themayfairhotel.



