

*Embargoed until 21:00
25th October 2004*

To: Show business Editors

TRINNY AND SUSANNAH WIN 1st CELEBRITY SHOPPER OF THE YEAR

Television presenters, best-selling authors and style gurus Trinny and Susannah have beaten off stiff competition from likes of Victoria and David Beckham and Jamie Oliver to become the first official Celebrity Shoppers of the Year.

The award – voted for by the public and given by the British Retail Consortium to the celebrity who has had the most impact on retail in 2004 – will be made tonight in front of an audience of more than 1300 top retailers, Government ministers and MPs.

David Southwell, Director of Communications at the BRC, said: “Even before everyone started talking about the ‘Delia Effect’ where a recipe by Delia Smith could clear the shelves of cranberries, retailers have known that this country’s celebrities have a massive impact on retail sales - from the fashion to the food sector.

“Trinny and Susannah are deserved winners. They have turned ‘What Not To Wear’ into ‘What To Buy’. The award demonstrates not only their popularity with the public who voted for them but the impact they have made on the contents of thousands of wardrobes.”

Sponsored by the Royal Bank of Scotland, the British Retail Consortium's Annual Retail Industry Dinner is the ultimate event in the industry's calendar. More than 1300 retailers from across the spectrum gather with stakeholders from the government and business/commercial sectors to celebrate the success and highlight the importance of the UK's retail sector.

Ends

For Further Information contact:

David Southwell Director of Communications

0207 854 8924;07951 576071 or email: press@brc.org.uk