Lyle & Scott Taxi Campaign Hits the Streets of the Capital for London Fashion Week

Friday 18 September, 2015

London Taxi Advertising is proud to unveil a new taxi superside advertising campaign in the capital, with a fleet of iconic London black cabs carrying the advertising of Classic men's lifestyle brand Lyle & Scott.

As the eyes of the fashion world turn to London Fashion Week, **Lyle & Scott** have guaranteed themselves high exposure among the event's attendees along with tourists and residents of the capital.

Established in 1874 Lyle & Scott are the British heritage brand with a modern outlook. Synonymous with quality and craftsmanship, their success lies in their classic approach to design. From high performance sportswear to simple everyday staples, their timeless styles are elevated each season through the use of stylish contemporary details.

The ads promote the flagship store of the heritage brand, located on the iconic Carnaby Street. As well as ensuring that the Lyle & Scott brand is seen by millions on the streets of the capital, LTA has also provided the brand with a platform to reach taxi passengers through internal tip seat advertising.

Sales Director of **London Taxi Advertising**, Paul Tremarco, said:

> *"LTA is delighted to have coordinated this new campaign in the city alongside Lyle & Scott. Both parties are thrilled with how the cabs look and they're set to make a real impact on the streets of London.*

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