

Naomi Campbell opens designer pop-up shop in Westfield London to raise money for charity

Wednesday 13 November, 2019

Supermodel Naomi Campbell is launching her exclusive [Fashion For Relief](#) charity pop-up store in Westfield London to raise funds for social mobility charity the [Mayor's Fund for London](#). The designer pop-up will stock bespoke and limited-edition pieces donated by the global fashion brands, Naomi's celebrity friends, as well as items from her own wardrobe.

The Fashion For Relief pop-up store will be open to the public from Wednesday 27 November until Sunday 8 December. This is Naomi's fourth Fashion For Relief pop-up store with Westfield London, with the first one opening its doors 10 years ago. Items on sale include bespoke Alexander McQueen T-shirts, CHROME HEARTS Fashion For Relief silk scarves, as well as fashion pieces by Gucci, Alaïa, Vivienne Westwood, and more.

Founded by Naomi in 2005, Fashion For Relief has raised millions for disaster relief and humanitarian causes around the world. The charity is dedicated to improving the lives of those living in adversity by uniting the fashion industry as a force for good. The focus of this year's Fashion For Relief fundraiser is supporting the Mayor's Fund for London, a charity that raises awareness of the barriers facing young Londoners, promotes the activities which best increases their opportunities and brings together the partnerships to make a measurable impact on young Londoners' lives.

Naomi Campbell said: "It's truly a pleasure to be partnering with Westfield London again to launch our fourth Fashion For Relief designer pop-up store. This is a unique opportunity for everyone to get their hands on some really special fashion pieces at accessible prices. Whether you are shopping for Christmas presents or just treating yourself, you can do so here knowing that the money is going to help improve the futures of young Londoners."

Myf Ryan, CMO Europe and Group Director of Brand and Strategic Marketing for Unibail-Rodamco-Westfield, said: "We are absolutely delighted to be working with Naomi Campbell and her Fashion For Relief charity for the fourth time, to support the worthy causes that are helping so many people's lives. We have seen great success with the previous Fashion For Relief pop-up shops, in 2014 we raised £65,000 and the entire store sold out in seven days. This year, the designer store will be bigger and better with hundreds of designer pieces on sale, and a great schedule of interactive events to give shoppers an amazing instore experience whilst purchasing the perfect festive party dress or Christmas present for their loved one. All in the name of a great cause."

Kirsty McHugh, CEO of Mayor's Fund for London, said: "I am delighted that Fashion for Relief is partnering with the Mayor's Fund for London for the launch of its pop-up shop in Westfield London. Not only does this promise to be a great event, but it will raise vital funds to support young Londoners from low income backgrounds gain the practical help, skills and confidence to build great careers."

Fashion for Relief's pop-up store opens to public from Wednesday 27th November to Sunday 8 December.

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