

**** For Immediate release ****



Victor Wong, Designer

JOYOUNG - CHINA'S LARGEST SOYBEAN MILK MACHINE MANUFACTURER - SPONSORS VICTOR WONG'S LONDON FASHION WEEK PRESENTATION

Joyoung, China's largest soybean milk machine manufacturer, is delighted to announce it will be one of the official sponsors of **Victor Wong's** London Fashion Week presentation.

The Chinese-born, UK-based accessory designer will unveil his latest range of sunglasses at the Caledonian Club, Belgravia, London, on **Sunday 17 February, 2019**.

At the event, Wong's team, along with the participating models, will keep themselves refreshed with Joyoung's revolutionary K-mini, a super powerful but compact in size new machine that will be launched in China in March 2019.

Victor Wong's presentation takes place at The Caledonian Club, 9 Halkin Street, Belgravia, London. SW1X 7DR
on 17 February 2019
Doors open: 20:00
Presentation begins: 20:30
Party: 21:00

If you would like to attend the event and for all media enquiries, please contact:

Jasmine Gauthier
jasmine@albanyartscommunications.com
t: + 44 (0) 20 73 88 09 97; m: + 44 (0) 78 09 69 18 31

Mark Inglefield
mark@albanyartscommunications.com
t: + 44 (0) 20 73 88 09 97; m: + 44 (0) 75 84 19 95 00

Notes to Editors

About Joyoung:

Joyoung Co., Ltd. was established in 1994 and listed in Shenzhen Stock Exchange on May 28th, 2008. It specialises in the research and development, design and manufacture of kitchen electric appliances.

About Victor Wong:

Victor Wong received an MSc from University for the Creative Arts (London) in 2014. Since then he founded his own eyewear brand – VICTOR WONG – and since 2015 he has launched four eyewear collections. Known for his well-fitted, wearable pieces that blend luxe with functionality, Wong boasts a dedicated international following and has been highly recommended by VOGUE, Harper's BAZAAR, ELLE, Marie Clarie, COMOPOLITAN, Sky TV and BBC 3, amongst others.

About London Fashion Week:

London Fashion Week, which runs from Thursday 14 February to Tuesday February 19 is a city-wide celebration of individualism, openness and diversity. Considered as a melting pot for creativity and innovation, London's fashion scene

is one of the most exciting and diverse globally. It welcomes 14,000 people across four-days offering the ultimate fashion experience to consumers; with curated shopping galleries from over 120 international and British brands, catwalk shows, industry talks and style presentations. The event allows consumers to experience the atmosphere of London Fashion Week in its official venue and gain insight into the fashion industry while giving designer brands the opportunity to meet and build direct relationships with new customers.