

DITCH THE BOLLY, DARLING, SOYBEAN MILK IS THE DRINK OF CHOICE AT THIS YEAR'S LONDON FASHION WEEK



Models wearing VICTOR WONG sunglasses drinking Joyoung soya milk, London Fashion Week, 2019

**** For Immediate release ****

It's the end of an era: soybean milk has supplanted 'Bolly' - the champagne brand so beloved of the 'Absolutely Fabulous' character Patsy Stone - at this year's **London Fashion Week**.

At one of its hottest tickets last night - the launch of Chinese designer **Victor Wong**'s new eyewear range at the Caledonian Club in Belgravia - models and influencers abandoned the traditional champagne flutes in favour of beakers of soybean milk.

The life-prolonging milk was supplied by one of Wong's chief sponsors, **Joyoung**, China's leading kitchen appliance and soybean milk machine manufacturer.

Discussing the collaboration, Wong said: *'Joyoung's active promotion of a healthy lifestyle is a perfect match for my designs - both emphasise the harmonious coexistence between humans and nature, as well as the consistent innovation of a modern, healthy lifestyle.'*

While once it could only be found in health shops, soybean milk is now sold in all the UK's major supermarkets. High in protein and low in fat, it is a perfect complement to a healthy diet, reducing the risk of cholesterol, cardiovascular diseases as well as cancer.

The soybean milk at Wong's presentation was made using Joyoung's revolutionary K-mini, a powerful, compact new machine that will be launched in China in March 2019. The soy beans come in sachets that include quinoa, oats and purple sweet potatoes. There are no plans to launch the appliance in Europe, however the appetite for such a machine clearly exists - the EU currently imports about 14 million tonnes of soya beans per year.

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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, COSMOPOLITAN, Sky TV and BBC 3, amongst others.

The collection he launched at London Fashion Week, called 'Wild', is inspired by Wodaabe, the African nomadic tribe. In their own language, Wodaabe means 'people of the taboo', and their people are respected as 'herdsmen of the sun'. In their older traditions, the Wodaabe people think of facial and bodily scars and scratches as a symbol of courageous experiences which bring them respect; nowadays they use tattoos to imitate these marks.

As an eyewear and accessories designer, Victor Wong has always been exploring new shapes and materials for glasses as well as innovative ways to wear them. In this, his autumn/winter 2019 collection, he draws inspiration from the Wodaabe traditions while continuing his never-ending exploration of defining 'beauty' through different perspectives.

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.