

Emma J Shipley Wins the Avery Dennison Emerging Fashion Brand Award at the 2013 WGSN Global Fashion Awards

London, 31 October 2013: Avery Dennison Retail Branding and Information Solutions (RBIS) today announced that designer [Emma J Shipley](#) has won the [Avery Dennison Emerging Fashion Brand Award](#) at the star-studded WGSN Global Fashion Awards (GFA) in London.

The Emerging Fashion Brand award reflects Avery Dennison's vision that successful designers must not only create inspired fashion, but they must also elevate their brand to win the consumer's attention and purchases.

Tim Voegele-Downing, Global Creative Director at Avery Dennison RBIS comments, "While we saw phenomenal entries from all finalists, Emma J Shipley ultimately stood out. She created not just an electrifying collection but also a powerful brand that helps differentiate her products. She has already secured some very high-profile collaborators, including retailer Anthropologie and designer Nicholas Kirkwood, and this award confirms her incredible impact and potential."

An international judging panel of 50 prominent fashion designers, opinion leaders and journalists considered designers' collections from a design perspective as well as from a branding and marketing context. As the winner, Shipley received a €12,000 prize from Avery Dennison to elevate her brand, building on its current success to grow into a scalable fashion business.

The Avery Dennison Emerging Fashion Brand Award was presented on October 30, 2013, at the WGSN GFA ceremony held at the Victoria and Albert Museum in London.

About Avery Dennison RBIS

Avery Dennison RBIS, a global leader in apparel and footwear industry solutions, is a \$1.5 billion division of Avery Dennison (NYSE: AVY). Avery Dennison RBIS provides intelligent, creative and sustainable solutions that elevate brands and accelerate performance throughout the global retail supply chain. Based in Westborough, Massachusetts, Avery Dennison RBIS responsibly serves the global marketplace with operations in 115 locations, 50 countries, across 6 continents. For more information, visit www.rbis.averydennison.com.

About Avery Dennison

Avery Dennison (NYSE:AVY) is a global leader in labelling and packaging materials and solutions. The company's applications and technologies are an integral part of products used in every major market and industry. With operations in more than 50 countries and more than 26,000 employees worldwide, Avery Dennison serves customers with insights and innovations that help make brands more inspiring and the world more intelligent. Headquartered in Pasadena, California, the company reported sales from continuing operations of \$6 billion in 2012. Learn more at www.averydennison.com.



Retail Branding and
Information Solutions

About WGSN

[WGSN](#) is the world's leading trend forecaster. The company enables over 38,000 subscribers to make brilliant design decisions every day by identifying and analyzing the trends that will shape commercially successful products and services in the future. WGSN's inspiration and insight are available through online subscriptions to a variety of state-of-the-art digital tools and through bespoke consultancy services. WGSN is a 4C Service.

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Contact:

Eva Bearryman, Racepoint Group

+44 (0) 208 811 2149

AveryDennisonUK@racepointgroup.com

For more information about this contest, including the rules and regulations please visit

<http://globalfashionawards.wgsn.com/>.

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