



Immediate Release

Wayne Hemingway, HemingwayDesign and IWM announce new partnership for Brand Licensing 2015

This year at Brand Licensing Europe (BLE) Imperial War Museums (IWM) will unveil a new collaboration with Wayne Hemingway and the HemingwayDesign team.

Premiering at BLE 'The Spitfire Collection' by HemingwayDesign for IWM will be the first in a series of licensee designs between the museum and design house. For this range Wayne and the team have taken inspiration from the iconic Spitfire plane, creating unique and memorable designs that can be used on a number of products.

David Fenton, Head of Retail and Brand Licensing says 'It is thrilling to work with the HemingwayDesign team and the designs they are creating will add new impetus to our licensing programme'

Wayne Hemingway says 'I have a great affection for IWM and their commitment to design thinking shines through clearly in the recent refurbishment of IWM London. It is also impossible not to be in awe of the huge collections. The team has had a ball going through the archives'

The designs will be launched to mark the 75th anniversary of the Battle of Britain and IWM Duxford air show in September where it will be possible to experience the spectacle of 20 Spitfires taking off from the historic airfield and then flying in mass formation.

Last year IWM marked the centenary of the First World War and opened brand new First World War Galleries at its flagship branch IWM London. A licensing programme was developed four years ahead of this major national commemoration and the museum now has numerous licensees who use its unrivalled collections to inspire very special licensed product.

To date IWM products have achieved great success. The Kimm and Miller product range 'Victory is in the Kitchen' was popular in Sainsbury's and the Garden Centre Group as well as being nominated in the Gift Category at the Licensing Awards 2015. Products are also on sale in major high street retailers with the toiletry range designed by SLG was the bestselling male toiletry range in Marks and Spencer last Christmas. A partnership with The Caledonian Brewery will continue into 2015 with a new beer inspired by Second World War pilots launching at Brand Licensing Europe.

IWM will be exhibiting on **Stand R 10** and diaries are now open for appointments.

To book an appointment with an IWM representative please contact Abigail Lelliott alelliott@iwm.org.uk

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Notes to Editors

IWM

IWM (Imperial War Museums) tells the story of people who have lived, fought and died in conflicts involving Britain and the Commonwealth since the First World War.

Our unique Collections, made up of the everyday and the exceptional, reveal stories of people, places, ideas and events. Using these, we tell vivid personal stories and create powerful physical experiences across our five museums that reflect the realities of war as both a destructive and creative force. We challenge people to look at conflict from different perspectives, enriching their understanding of the causes, course and consequences of war and its impact on people's lives.

IWM's five branches attract over 2 million visitors each year. [IWM London](#), our flagship branch, marks the Centenary of the First World War with new permanent First World War Galleries and a new Atrium with iconic large object displays. Our other branches are [IWM North](#), housed in an iconic award-winning building designed by Daniel Libeskind; [IWM Duxford](#), a world-renowned aviation museum and Britain's best preserved wartime airfield; [Churchill War Rooms](#), housed in Churchill's secret headquarters below Whitehall; and the Second World War cruiser [HMS Belfast](#).

HemingwayDesign HemingwayDesign have been visionaries for over 30 years, and as a multi-disciplinary team, has a diverse and high-profile client list which reflects its strength of talent. In over 30 years Hemingway Design has collaborated with of Sainsbury's, John Lewis, Coca-Cola, The National Trust, B&Q and Royal Mail, to name a few.

Hemingway Design has influenced the skylines of Gateshead, Dartford, Manchester, Maidenhead, Bournemouth, King's Lynn, Skelmersdale and Whitehaven, each with great acclaim. The current project is the £18m restoration of Dreamland in Margate, where Hemingway Design will unfold the 1920s-50s design and piece it back together in a way that preserves its historical integrity,

Interior design is one of Hemingway Design's specialities – as can be seen in the former 2012 Athletes' Village, Flat 130 Balfour Tower, The Institute of Directors and the self-titled homeware collection, or our furniture range for G Plan. In fashion 35 years at the helm of Red or Dead has turned the Hemingways into sought-after uniform designers, and both McDonald's and Transport For London have had their uniforms reinvigorated.

Hemingway Design has also produced many cultural events and exhibitions. Since 2010, there have been over 20, including the annual Vintage Festival, Classic Car Boot Sale and The Festival of Thrift, which enjoyed a combined audience of over 100,000 in 2014.