

# FASHION IS

# GREAT

# BRITAIN

For nearly 20 years, William Morris London has used quintessentially British inspiration to create world-leading eyewear. For the best in authentic design, choose the UK.

William Morris London

gov.uk/ukti

Press Release

## WILLIAM MORRIS ANNOUNCE PARTNERSHIP WITH UKTI GREAT BRITAIN CAMPAIGN

William Morris London are proud to announce their newly formed partnership with the Government founded initiative GREAT Britain campaign.

GREAT's objective is to get the world thinking and feeling differently about Britain, repositioning the country as a vibrant, inspiring and innovative place to visit and invest in now.

The GREAT Britain campaign was launched in 2012 to

capitalise on the excitement and interest generated by the Diamond Jubilee and London Olympics and Paralympics.

The campaign provides a single brand, to bring together consistent and cost-effective communications from a range of partners.

These include No.10 & Cabinet Office, UKTI, VisitBritain, The British Council, DCMS and FCO, who play a vital role in

delivering the campaign.

Partnership is key to the success of the campaign, which has to date engaged a wide variety of private and public sector organisations.

William Morris have now joined the initiative and are proud to be an ambassador for a campaign that rings true to their own brand values.

For GREAT British eyewear, visit [williammorrislondon.co.uk](http://williammorrislondon.co.uk) for more information.

### ABOUT WILLIAM MORRIS LONDON EYEWEAR

*In 1996, Robert William Morris created William Morris London - an independent company with a very 'English' brand. The aim? To offer designer glasses to every audience, providing superb original designs with unrivaled quality and unparalleled customer service. From humble beginnings to what is today a successful global brand, William Morris are represented all over the world. As the market has grown, so have the collections, the designs, the point of sale and everything else that goes into making a brand that is embraced so fondly by everyone.*

### FOR MORE INFORMATION, CONTACT US

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