



## Information

### **Annie Lennox is the star guest at ELLE Fashion Star 2008**

**The internationally acclaimed singer songwriter will introduce her new activist campaign "SING"**

Legendary performer Annie Lennox is the star guest at ELLE Fashion Star 2008 in Berlin and is introducing her new project "SING". SING supports the South African organisation Treatment Action Campaign (TAC), which campaigns for human rights, education and medical care for HIV sufferers, and with results. The organisation focuses particularly on women and children infected with HIV, many of whose lives have been saved through the work of TAC.

Annie Lennox rose to fame as one half of Eurythmics, who claimed a row of global hits in the 80s including "Sweet Dreams", "Here Comes the Rain Again" and "There Must be an Angel". Her successful solo career started in the early 90s and continues till this day. At ELLE Fashion Star the Grammy Award winner will be performing songs from her extensive repertoire.

A new fashion award will celebrate its debut on 19<sup>th</sup> July, for which the 20<sup>th</sup> birthday of ELLE Germany will provide the occasion and Mercedes Benz Fashion Week the framework. The highlight of ELLE Fashion Star is the presentation of the "Mercedes" in the categories "Platinum", "Best Collection" and "Best Newcomer" to prominent personalities from the international fashion scene. In an extraordinary fashion show, international top models will present creations designed exclusively for ELLE, as well as favourite pieces from the current collections of 20 of the world's best designers, including Chanel, Jil Sander, Armani, Ralph Lauren and Calvin Klein. These clothes can be bid for – the proceeds will go to SING.

Presenter Alexander Mazza will be taking us through the evening.

On Thursday 24<sup>th</sup> July 2008 at 11.15 p.m., ProSieben will be broadcasting a special version of its show "taff" under the title "ELLE Fashion Star", giving an insight into happenings on the red carpet and showing the highlights of the fashion show and the award ceremony, as well as exclusive backstage reports and scenes from the after show party.

### **Background:**

20 years of ELLE: that means 20 years of fashion, beauty, lifestyle and culture, stars and stories of the rich and famous. 600,000 readers every month search for inspiration among the fashion and beauty trends. With 42 offices and more than 5 million copies sold, ELLE is the leading fashion magazine on the international stage.