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**LAVAZZA JOINS FORCES WITH IMG FASHION AS SPONSOR OF
MERCEDES-BENZ FASHION WEEK AUSTRALIA**

28th January, 2014- IMG Fashion has announced Lavazza as sponsor and official coffee supplier for Mercedes-Benz Fashion Week Australia. The event, which is being held from April 6-10, 2014, attracts the world's most influential fashion personalities, who will all enjoy the Lavazza offering onsite at Carriageworks, Sydney.

"We believe that coffee and fashion go hand in hand and we're excited to be bringing real Italian espresso to the epicentre of Australian fashion and design," Lavazza National Marketing Manager Stuart Smyth said. "Lavazza has always enjoyed a strong association with fashion both here and abroad; this strategic partnership further demonstrates our support and passion for the fashion industry."

IMG Fashion owns and operates Mercedes-Benz Fashion Week Australia amongst its stable of events, and is proudly supported in Australia by Mercedes-Benz, the NSW Government through its tourism and major events agency Destination NSW, Maybelline New York, DHL, Swarovski, City of Sydney, Redken, oOh!, Pullman Hotels, Rekorderlig Cider, Lavazza, Peroni Italy, Ciroc, Acqua Panna, Tempus Two and Carriageworks.

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