



**For immediate release**

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## **College Hill Dresses To Seduce With Luxury Lingerie Brand**

Luxury lingerie brand, Agent Provocateur, has hired College Hill to handle its financial communications.

Owned by private equity group, 3i, since November 2007, Agent Provocateur has been nominated for Best Designer Brand at the British Fashion Awards 2008 and voted #1 fashion brand by CoolBrands.

College Hill's remit is to raise the company's profile amongst the investor community to support Agent Provocateur's significant investment programme which includes international store openings and an e-commerce strategy.

College Hill Managing Director Donna Zurcher commented on the appointment:

**"Agent Provocateur is a phenomenal brand success story. The account is being led by Managing Partner Mark Garraway and his team who are delighted to be working with 3i. The team has undertaken its first major project with excellent results."**

### **ENQUIRIES:**

**College Hill**  
Donna Zurcher

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### **Notes for Editors**

#### **About College Hill**

College Hill is a growing international business communications consultancy with offices in Europe, China, India, South Africa and the United States. College Hill's wide range of complementary practices provide advice to clients around the world on communicating with their principal stakeholders. Areas of expertise include financial public relations and investor relations, with specialist industry sector teams; corporate public relations; public affairs; branding; financial reporting and digital; risk and crisis management; employee engagement and strategic research consultancy. See [www.collegehill.com](http://www.collegehill.com).