

# The Wreck My Dress Experience Press Office Official Press Release

Friday 3<sup>rd</sup> May 2013 - 1800hrs



## THE DREAM BECOMES REALITY -

## THE WRECK MY DRESS EXPERIENCE LAUNCHES WITH CELEBRITY EVENT



Celebs and VIP's took to the red carpet last night (Thursday 2<sup>nd</sup> May) to celebrate the eagerly anticipated Wreck My Dress Experience launch.

The £2.6m filming location on the outskirts of Manchester played host to guests from Emmerdale, Coronation Street, MTV and Hollyoaks as well as a host of industry professionals from the world of fashion, music, beauty and film.

Sheree Murphy, Kym Marsh, Jamie Lomas, Lucy Pargeter, Natalie Anderson, Gaynor Faye, Anthony Quinlan, Simon Gregson and Gemma Merner were among a glittering line up of celebs to pose in front of numerous regional, national and international photographers on the red carpet.

To celebrate the launch, the team decided that for one night only, they would display a very special and unique dress, a replica of the dress admired by many, worn by Pippa Middleton at the Royal Wedding. The dress, under armed guard was proudly displayed, before a darker, intriguing and more exciting story unfolded in front of a captivated audience.

As if on a Hollywood set, a team of stunt actors performed a sequence of martial art moves, were set on fire and with numerous explosions and pyrotechnics, worthy of a movie trailer. Crafted to play with the audience senses, the mood quickly changed, as 'Rebecca's Dress Stratos' video was played out to the audience – this time captivating, inspiring and moving the audience to tears, as they became lost in an innocent whirlwind of romance and magic.

During the evening, guests were free to relax and mingle in the lavish surroundings, many enjoying the official cocktail of the event – The Wreck My Dress Strawberry Bloom. The gin mix came courtesy of Greenalls Gin, one of the many brand sponsors at the launch.

VIP's were quick to praise the efforts of the organising team, and indeed The Wreck My Dress Experience.

Kym Marsh commented 'I think The Wreck My Dress Experience is a fantastic concept. The people involved add to the true professionalism of the whole experience, and the location gives a true superstar feel'.

Kym was one of a number of celebrities also involved with the partnered charity – Genesis Breast Cancer Prevention.

Emmerdale's Natalie Anderson also commented 'This is amazing! The Wreck My Dress Experience launch totally captivated me, and took me on a complete journey. There are so many places this can go, and I am looking forward to seeing the experiences people choose and the stories behind each individual'.

A diary room allowed guests to voice their thoughts on The Wreck My Dress Experience, as well as telling of their ideal 'dream experience'.

Throughout the evening, numerous celebs took to the diary room chair for a chat. Kym Marsh told the camera how she aspires to be a feisty Bond girl, whilst Emmerdale's Emma Atkins told how she would prefer a romantic love story. Every genre from chick-flick to horror was mentioned and settings from Las Vegas casinos, to the Sahara Desert chosen, all of which can now be achieved through the Wreck My Dress Experience.

The website is now live at [www.wreckmydress.co.uk](http://www.wreckmydress.co.uk), and a video of the evening showing the live premier and crowd reactions will be released on Tuesday 7<sup>th</sup> May at 6pm. The 'Rebecca's Dress Stratos' video shown on launch night, can also be viewed here; <http://www.youtube.com/watch?v=33mC6MUDA7g>.

The online shop opens on Wednesday 8<sup>th</sup> May at 12noon, with an introductory offer available to celebrate the launch.

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## **NOTES TO EDITOR;**

### **THE WRECK MY DRESS EXPERIENCE**

Anyone can be a star for the day. Clients are pampered to perfection at luxurious working TV and film location, and can take centre stage in a professional photo or video shoot.

Everyone can take home a lasting memory of their unique experience – a beautiful piece of art work or their very own scripted video.

Our aim is to ignite everyone's imagination....We then give it The Wreck My Dress Experience treatment!

At The Wreck My Dress Experience, we produce so much more than just inspirational images and innovative videos. Dreams are reality...

We use only the best. The Wreck My Dress Experience team members have credits and celebrity clients that are known the world over, these include:

Makeup for Celebrities such as **Lady Gaga, Coleen Rooney, Twiggy, Demi Lovato, Melanie C and Selena Gomez....**

- High end photography for **Marie Claire, Company, Cosmopolitan, Cheryl Cole, Kelly Osborne and James Morrison....**
- Advertising campaigns for top brands such as **Adidas, Louis Vuitton, Harrods, Polydor, Clinique and Nicole Farhi ....**
- Hollywood stunts and Coordinators for blockbuster films such as **Clash of the Titans, Harry Potter and the Deathly Hallows, Gladiator, War Horse, Titanic and Saving Private Ryan....**
- Video productions for **Universal, Sony, MTV, ITV, CH4, Sky.....**
- Used by mainstream media clients including **BBC, ITV, FHM.....**

This experience is not just for brides who want to wear that gorgeous dress one more time! Our Manchester mansion location is the perfect venue for partying with friends or for an intimate photo experience with your husband to be. Just want to have a fun and crazy one-of-a-kind day out with the girls? We've got packages for you too! Corporate entertainment is one of our specialities!

**For general enquiries, contact Tony Wallwork on 07976 431955.**

**For more information visit the website [www.wreckmydress.co.uk](http://www.wreckmydress.co.uk).**

**Follow on twitter - @wreckmydress**

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**Images** – Images are available for editorial use upon request – mark@paparazzi-pr.com  
All images courtesy of The Wreck My Dress Experience (Giles Toller).

