

PRESS RELEASE

TED BAKER COMMISSIONS THE PERFECT BAKER'S DOZEN

Ted Baker is proud to announce an exciting collaboration with the prestigious Association of Illustrators (AOI) to commission 'A Baker's Dozen.' Never one for following the crowd, the innovative venture sees a group of talented artists create a bespoke piece of artwork, each with a Great British theme.

Amongst the selection are fish and chips, drinking tea, village fetes and gardening; all of Ted's favourite pastimes. The beautiful A2, personally signed prints will be gifted to Ted's loyal customers worldwide spending over £150 on the new AW12 collections from 18th October 2012. Purchasers will need to be quick; each signed and numbered image is part of a print run of just 1000 to be distributed worldwide. A Baker's Dozen comprises of thirteen A2 prints, with a fourteenth A5 print created for online purchases only.

Ted has captured the exciting illustrative process on film, from the conception of an idea, through to the artists hard at work, as well as the printing and signing process. This unique behind-the-scenes film can now be viewed on <http://www.tedbakerpromotions.co.uk/bakers-dozen/>.

About Ted Baker:

Established in 1988, [Ted Baker London](http://www.tedbaker.com) has grown from its humble roots as a shirt specialist in Glasgow, to a global lifestyle brand with over 150 locations in Europe, the U.S., Australia, Middle East, Far East and Southeast Asia. No ordinary designer label, Ted Baker offers menswear, womenswear, accessories (and everything in between), and is renowned for its quality and distinctive use of pattern and colour. The brand's unconventional approach to fashion, irreverent sense of humour and, above all, unswerving attention to detail appeals to style-conscious men and women who trust Ted to deliver that certain something... a little out of the ordinary. www.tedbaker.com

The Association of Illustrators:

The Association of Illustrators (AOI) is a non-profit trade association with a membership that includes freelance illustrators, agents, clients, students and colleges. Established in 1973, it is the leading body to represent illustrators in the UK and campaigns for illustrators' rights, continually working to increase the professional standing of illustrators, commercially and artistically. The AOI works to improve contract content and contracting practice extended to illustrators by commissioners. It publishes a quarterly magazine, 'Varoom!' and produces the annual 'Images' competition and touring exhibition, now in its 36th year, which celebrates the best in contemporary British illustration.

For further information, please contact:

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