

PRESS RELEASE

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ALEXANDRA HELPS 'UNDRESS THE NATION'

The current ITV show 'Undress the Nation' sees Trinny and Susannah on a mission to smarten up Britain. To produce the final programme of the series (Dec 18th ITV1) they called for some extra help from corporate clothing experts Alexandra plc.

The style gurus wanted a whole new look for catering staff at the Princess of Wales Hospital in Bridgend, South Wales. The new uniforms had to be ready just in time for filming the end sequence of the programme. This is a key moment in the show when the hospital staff see and model the new outfits for the first time.

Trinny and Susannah worked closely with Alexandra's group commercial director Rebecca Coutts and her Thornbury based colleagues to choose the fabrics and create the new-look outfits. They were then rapidly made up by Alexandra in time for filming.

Alexandra's Rebecca Coutts said

"We were delighted to work with Trinny and Susannah on such a high profile project. It's been a great opportunity for Alexandra to combine our corporate clothing expertise with Trinny and Susannah's design flair - and deliver a stylish and cost-effective solution for the catering staff."

Staff at the Princess of Wales Hospital were thrilled with their role as TV stars. Catering supervisor Barbara McCarthy commented:

"It was an amazing experience for our staff to appear with Trinny and Susannah. The whole project has been a great morale booster for our hard working team and we are all thrilled with the new look uniforms."

The programme featuring the Princess of Wales Hospital can be seen on ITV 1 on December 18th at 8.00pm. The new designs featured in the show will be available via Alexandra's website from the end of December.

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ABOUT ALEXANDRA

Alexandra plc are European leaders in the supply of Corporate Clothing. Their clients include major blue chip companies in fields ranging from retail, catering and healthcare to transport and security.

Alexandra recently supplied chefs' outfits and waiters' uniforms for the TV show 'Hell's Kitchen'. The company is based in Thornbury, near Bristol and is listed on the London Stock Exchange.



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