|  |
| --- |
| ALL-NEW HYUNDAI GENESIS STORMS LONDON FASHION WEEK 2014   * All-New Hyundai Genesis showcased in the UK for the first time during London Fashion Week 2014 * Storm Model Management used All-New Genesis and six Hyundai ix35s to chauffeur its world-renowned models around London * Hyundai UK partnered with ‘The Apartment’ during London Fashion Week - providing Santa Fes and ix35s for top fashion bloggers from around the globe   London, Sep 19 2014 - Last week, the All-New Hyundai Genesis strutted its stuff on the streets of London as it received its first outing in the UK during London Fashion Week 2014.  The stylish executive sedan, as well as a fleet of ix35s, was used to chauffeur Storm Model Management’s catwalk models around London for their busy schedule of castings, shows and events.  Hyundai’s fleet of cars ensured that top catwalk models, such as Lina Berg, were able to rest their feet between shows and travel in high-end comfort and style.  Simon Chambers, MD at Storm Models, said: “The All-New Genesis looks absolutely stunning and has certainly been turning some heads during this year’s London Fashion Week. It’s stylish, spacious and luxurious, making it the ideal transport for whisking our girls to all of the shows and events.”  For the second time running, Hyundai UK also partnered up with ‘The Apartment’ by providing Santa Fes to chauffer its guest list of top bloggers around London. The Apartment is the ultimate hub for the latest fashion, lifestyle and beauty bloggers from around the globe and was this year based at the luxe St Martins Lane in central London.  Abisola Omole, CEO at The Apartment, said: “It’s important for the social influencers we invite and represent at The Apartment to arrive in style wherever they are headed to during London Fashion Week. The Santa Fes ensures that this happens and guarantees a comfortable ride”  Top fashion blogger, Shini Park, was also provided with her own ix35 to take her to all of the shows. Shini, who was born in Seoul and now London-based, is founder and author of the hugely popular fashion blog called ‘Park & Cube’.  Tony Whitehorn, President and CEO at Hyundai UK, commented: “London Fashion Week, one of the world’s ‘big four’ major show, was the perfect environment for us to showcase the All-New Genesis premium sedan. This vehicle is currently the most fully-equipped and technologically advanced Hyundai model available. It has been a pleasure to chauffeur Storm Models, fashion bloggers and fashion media around London, helping them to fulfil their busy schedules.”  Limited numbers of All-New Genesis will be made available in Europe later this year.  -Ends-  About Hyundai Motor  Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond. The company, which leads the Hyundai Motor Group, an innovative business structure capable of circulating resources from molten iron to finished cars, offers top-quality best-sellers such as Elantra, Sonata and Genesis. Hyundai Motor has seven manufacturing bases and seven design & technical centres outside of South Korea and in 2013 sold 4.73 million vehicles globally. With almost 100,000 employees worldwide, Hyundai Motor continues to enhance its product line-up with localized models and strives to strengthen its leadership in clean technology, starting with the world’s first mass-produced hydrogen-powered vehicle, ix35 Fuel Cell.  More information about Hyundai Motor and its products can be found at: [http://worldwide.hyundai.com](http://worldwide.hyundai.com/) or [www.hyundaiglobalnews.com](http://www.hyundaiglobalnews.com/)  About Hyundai Motor UK  Hyundai has sold vehicles in the UK since 1982. In 2005, Hyundai opened its own UK subsidiary, Hyundai Motor UK Ltd, based in High Wycombe. Since 2008, the company has risen from 21st to one of the top ten car manufacturers in the UK and last year sold a record 77,500 vehicles. Hyundai Motor UK employs over 3000 people through its UK operations and dealer network.  Hyundai offers a full range of vehicles from the award-winning New Generation i10 city car through to the capable Santa Fe SUV and iLoad LCV. All passenger cars come with Hyundai’s industry-leading 5 Year Unlimited Mileage Warranty package. Further information about Hyundai and its products is available at [www.hyundai.co.uk](http://www.hyundai.co.uk/).  Follow us on Twitter @[Hyundai\_UK\_PR](http://www.twitter.com/Hyundai_UK_PR)  About Storm Model Management  Storm was founded in 1987 by Sarah Doukas. Storm has 25 years’ experience discovering and developing the careers of some of fashion’s most famous faces, including Kate Moss, Jourdan Dunn, Cara Delevingne and Lily Cole.  2006 saw the launch of Storm’s Storm Artist’s division which was set up to run alongside the model agency to source prestige commercial opportunities for clients beyond the fashion industry. Special Bookings work with Emma Watson, Monica Bellucci, Julianne Moore, Michael Buble, Lily Allen, Bip Ling, Zara Martin and many others. Sarah has run the agency since the early days with her brother Simon Chambers. Together they have diversified the business over the years to incorporate brand & licensing opportunities for Storm clients. Throughout the years our models and clients have been given guidance and support to enable them to explore other interests and fulfil long term ambitions in film, TV, cookery & writing. Whilst the agency has become a hotbed of creative and influential talent, the importance of finding and developing New Faces lies at the heart of Storm’s philosophy.  For more information about Lina Berg, contact: Paula Karaiskos or Marnie Toocaram at Storm - [Paula@stormmodels.com](mailto:Paula@stormmodels.com) / [Marnie@stormmodels.com](mailto:Marnie@stormmodels.com)  About The Apartment Global Ltd  Abisola Omole of Abimarvel.com founded the Apartment in 2012 with the aim to create the ultimate destination for social influencers to work and interact with their peers as well as with a range of brands. The Apartment has substantially grown, with the business now having worked with over 50 brands and agencies across fashion, beauty and lifestyle industries. |