



## **THE LOWRY HOTEL X PRIVATE WHITE VC COLLABORATION PROJECT LAUNCHES**

The Lowry Hotel and Private White V.C. have created a hand printed, 100% pure silk pocket square as part of an exclusive collaboration to celebrate and represent Manchester.

Crafted in Macclesfield; home of the silk industry, the pocket squares feature an illustrated map of the city centre and have been commissioned by the Lowry Hotel's General Manager, Adrian Ellis.

Starring the five-star hotel and the Private White V.C. factory on the banks of the Irwell, a short walk from the hotel, highlights of the pocket square include the Manchester Arena, China Town, Beetham Tower, Piccadilly Station, John Rylands Library, Spinningfields, Central Library and Exchange Square. Private White V.C.'s very own British bulldog Brutus also gets his moment in the spotlight!

Pocket squares will be gifted to those staying in the hotel's premier suites. They can also be purchased from the Private White V.C. factory, Mayfair store or website.

Says Adrian, "This elegant and beautiful piece has been hand made in the Private White factory which is a true hidden gem on Cottingham Lane. The squares showcase some of Manchester's wonderful highlights and are smart, stylish and a definite talking point. We are confident our guests will be delighted with this special gift during the festive season."

Adds James Eden, owner of Private White VC, "The pocket squares will be popular with proud Mancunians or visitors who wish to keep a unique memento of the city and surrounding areas. Visitors to the city who receive one of these on their pillow will be delighted with such an exquisite gift. The square is an addition to our luxury range of clothing – all manufactured just a stone's throw away from the Hotel."

Framed by an ornate polka dot border, the Lowry pocket square is 42cm x 42cm and can be worn as a pocket square or small neckerchief and is available in three colourways RRP £69 at [www.privatewhitevc.com](http://www.privatewhitevc.com)

**For more information, contact Andy Spinoza, Geraldine Vesey or Gabby Sanderson at SKV Communications**

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**Editor's notes**

The five – star Lowry Hotel is an independent luxury hotel located on the Salford-Manchester boundary, and is the only hotel in the region to be part of the prestigious Leading Hotels of The World. Since opening in April 2001, the hotel has won over 60 awards.

50 Dearmans Place, Chapel Wharf, Salford, Manchester, M3 5LH/

To book or for more information - [www.thelowryhotel.com](http://www.thelowryhotel.com) / 0161 827 4000.