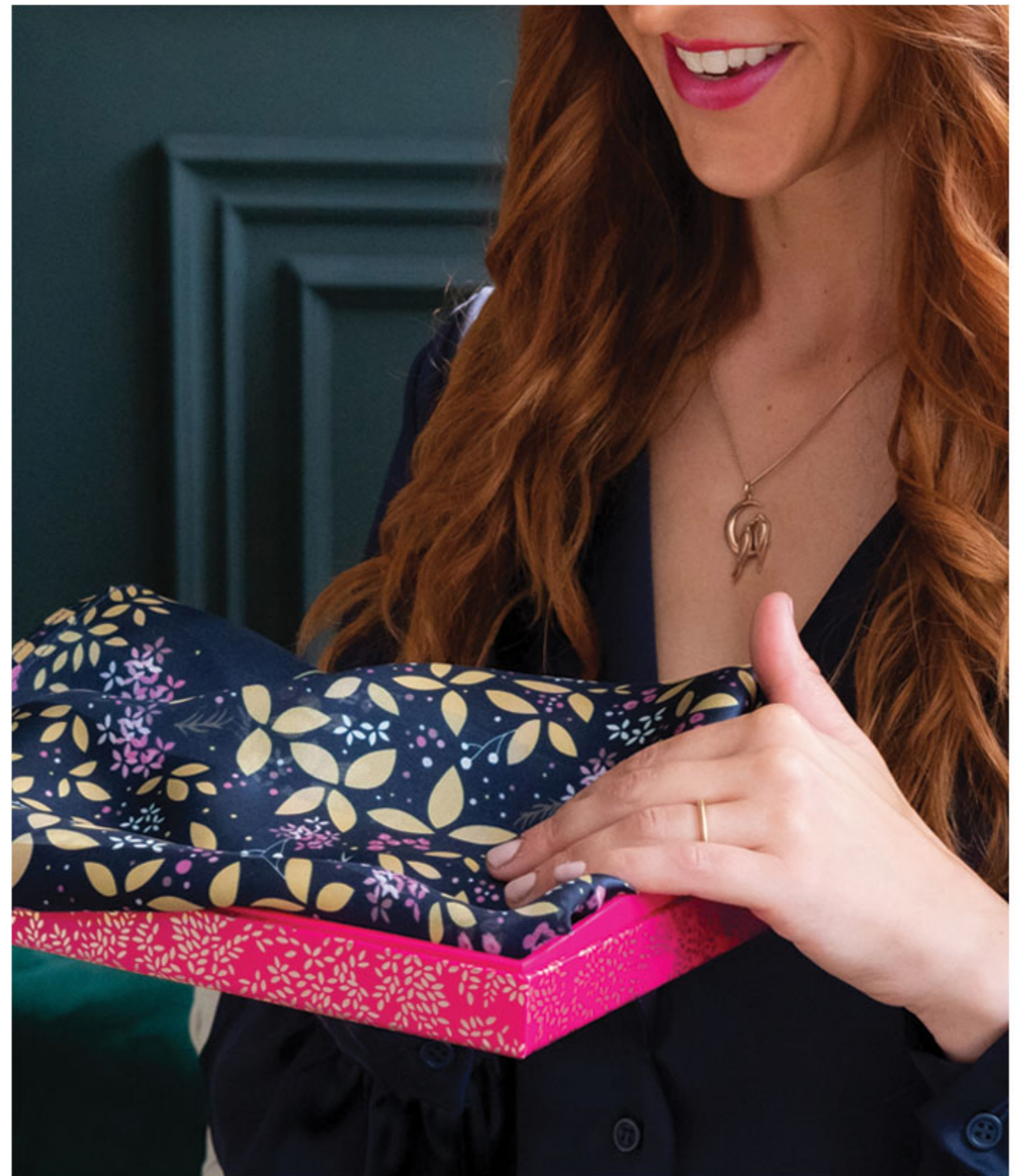


Sara Miller London Launches New Scarf Collection

Sara Miller London announces the launch of a new collection of stylish scarves for all occasions, with four elegant designs exclusively available online at www.saramiller.london.

Award-winning lifestyle brand Sara Miller London, already known for their celebration of distinctive print and bold colour across a broad range of homewares, will now offer customers the chance to accessorize their wardrobes and wear the 'Sara Miller London look'.



The eye-catching and versatile range, inspired by brand founder Sara's passion for travel, is made using fine silk or modal blends. *"The collection was conceived to take you through the seasons and is perfect for dressing up or down,"* explains Sara *"pulling on our signature designs featuring exotic birds and unique storytelling elements in a variety of tones."*

The luxurious 100% pure silk scarves are semi-sheer with an opaque stripe base and feature the stunning signature Navy Hummingbird and a new Bird of Paradise print in dusky blue; whilst the sumptuously soft modal blend scarves are available in the uplifting Hummingbird Paradise and striking Pink Heron designs.

Available in two generous sizes, the silk scarves are 100cm x 100cm and the modal blend scarves 200cm x 70cm to create an elongated and sleek silhouette. Each scarf is also complemented by luxurious packaging, presented in a beautiful gold embellished gift box so perfect if you are looking for the ideal gift, or just looking for a little self-indulgence.

"We believe in accessible luxury and bringing an essence of luxury into everyday life," says Sara. *"A statement scarf is a must-have accessory - it will add the perfect finishing touch to your look, whatever the season or occasion, and these scarves, brimming with personality and femininity, will instantly make you feel amazing whenever you wear them,"* adds Sara.



Exclusively available online at www.saramiller.london

RRPs:

100% Silk Scarves: £75.00

Modal Blend Scarves: £55.00

Notes to editors:

- Sara Miller London is a luxury lifestyle brand launched in January 2016. It has quickly become one of the UK's fastest growing design brands, selling over one million greeting cards internationally in its first year.
- The Sara Miller London range now includes an extensive collection of over 1000 products across homeware and fashion accessories including, tableware in collaboration with ceramic specialists Portmeirion, wallpaper, bed linen, cushions, bath & body, stationery, luggage, handbags and gifts.
- Sara is an award-winning British designer - shortlisted for over 15 industry awards in the last three years. In 2016 Sara won the prestigious title of 'Most Promising Young Designer' at the Henries Awards (the Oscars of the greeting card industry). Sara also won 'Best Licensed Fashion or Talent Brand' 2018, 2020 & 2022 at the Brand and Lifestyle Licensing Awards, up against the likes of David Beckham, Matthew Williamson, Emma Bridgewater and Joules to name a few.
- The brand is supported by major UK retail including John Lewis, Next, Fenwick, M&S and Harrods International, by nationwide independents as well as in 60 countries worldwide. Activity has included the installation of dedicated Sara Miller pop-up shops, in-store events and award-nominated window displays. The full Sara Miller London collection is available to buy at www.saramiller.london.
- Follow on Facebook and Instagram: @SaraMillerLondon #SaraMillerLondon #MySML

For further PR enquiries contact:

Ally Kennard | ally@saramiller.london | 07867 450130