

Topman to sponsor the NME New Noise Tour 2008

TOPMAN

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Press Release Summary: Topman, a British based leader in cutting edge mens fashion, is sponsoring the NME New Noise Tour 2008



Press Release Body: **Topman**, a British based leader in cutting edge mens fashion is solidifying its links with the music industry by sponsoring the **NME New Noise Tour 2008**.

[Topman](#) has a reputation for supporting the best of young British talent both in the music and fashion industries, and keen to show its grassroots involvement, the [mens clothing](#) retailer is taking part in the promotion of the **NME New Noise Tour**.

Topman should already be familiar to **NME** readers, selling a diverse range of clothing similar to the wear of the magazine's featured artists, from the modern [mens leather jackets](#) of **The Kills**, to [mens cardigans](#) as favoured by recent **Mercury Award winners The Klaxons**.

The New Noise Tour, formerly the NME New Music Tour, has been used since its inception in 2005 as a showcase for relatively unknown bands to gain more mainstream exposure. The annual tour has previously included artists like **The Towers of London, The Rakes and The Rumble Strips**.

This year's bill features electro-clash duo **Crystal Castles**, supported by post-punk bands **Friendly Fires** and **White Lies**, playing 11 dates across the UK throughout May. Previous years' attendance figures indicate that the tour is likely to sell out quickly, so for those unable to get a hold of tickets, **Topman** will be running a competition to win free tickets from its website. To coincide with the tour power-pop sensation Team Waterpolo will also be providing in-store DJ sets at selected stores across the country.

Keen followers of fashion should also visit **Topman.com** to read **TopmanZine** - an online magazine about mens fashion trends, inspiration and style, which offers news and feature articles about up and coming fashion events, music events, and clothing tips.

About

Topman

Topman offers the latest in mens fashion, encompassing a range of styles to suit every shopper. **Topman's** extensive collection embraces everything from the latest fashion trends to classic pieces, and extends to footwear, accessories and formal wear. **Topman** also provide the simplest way to search for and buy men's clothing, placing it among the leading fashion retailers in the UK market today.

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