

# Dorothy Perkins announces Summer Style Weekender

DOROTHY PERKINS

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Dorothy Perkins is inviting the British public to celebrate the Summer Style Weekender, with four days of fashion and make-up tips, with 20% off everything.

The company has teamed up with Closer magazine and Rimmel London to bring customers a guide to their most stylish summer. Each day the Dorothy Perkins website will have a new feature, guest-edited by the Closer Fashion team, to handle all summer wardrobe dilemmas, from what to wear to a wedding to what to pack for a holiday. The Closer girls will also be taking to the blog to take part in the infamous DP Dress Up Challenge, solving a daily dilemma from a capsule holiday wardrobe of just five pieces.

Rimmel London will be blogging daily with expert advice from Kirstin Piggot, make-up artist to the stars. A range of Rimmel London products, from mascara to lipstick to nail polish, will be available from dorothyperkins.com for the first time, in a choice of colours to complement the store's summer collection.

The first 5,000 customers will each receive a free copy of Closer magazine and a free Rimmel London nail polish with their order.

In addition, every customer will receive a 20% discount, automatically applied online and redeemable in store with a downloadable voucher.

Finally, the Summer Style Weekender competition will allow customers to win their own stylish weekend away. Dorothy Perkins have two prizes to give away for a VIP trip to London for two people on Friday 15th July. Each winner will receive two VIP tickets to see Ellie Goulding at Somerset House, a £200 shopping spree in Dorothy Perkins and makeover from Rimmel London for them and a friend, and an overnight stay at Mercure Bankside, a contemporary 4 star hotel, ideally located in central London.

To enter, and for more Summer Style Weekender activities, interested parties can visit the Dorothy Perkins Facebook page at [facebook.com/dorothyperkins](https://facebook.com/dorothyperkins) and follow the company on Twitter at [twitter.com/dorothy\\_perkins](https://twitter.com/dorothy_perkins).

For 20% off, and a free Closer magazine and Rimmel London nail polish while stocks last, customers can visit [dorothyperkins.com](http://dorothyperkins.com).

**About Dorothy Perkins:**

Established over 90 years ago, Dorothy Perkins is now one of the biggest fashion retailers in the country, with nearly 600 UK stores and over 100 international outlets.

Dorothy Perkins' ranges are updated weekly in store and daily online. The brand offers sizes 6 to 22, and a wide range of collections including Tall and Petite clothing, Maternity, Lingerie, [Shoes](#) and Accessories.

The brand provides customers with affordable, feminine women's fashion, including [dresses](#), [maxi skirts](#), [jeans](#) and jewellery, and a shopping experience that customers love. A jersey top is sold every two seconds and the store has won numerous awards for its collections.

For the past three years Dorothy Perkins has supported Breast Cancer Care, during which it's raised nearly £6 million for people affected by breast cancer. In 2007 Dorothy Perkins formed a partnership with the Woodland Trust, and since then has raised enough to plant over 100,000 trees in the UK.

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