

Regent Street goes traffic free for: 'InsureandGo - The World On Regent Street'

On Sunday 12 May, Regent Street, London W1 will join with countries from across the globe to celebrate '*InsureandGo - The World on Regent Street*'. Regent Street will be traffic-free and transformed to showcase the best of each country's culture, music and dance, art, food and fashion as well as its impressive selection of international brands.

'*InsureandGo - The World on Regent Street*' will welcome destinations including: Argentina, Egypt, Great Britain, Trinidad and Tobago and Turkey with further cultural representation from Chinatown who will offer fantastic food, drink, activities and entertainment set against the backdrop of Regent Street's famed British architecture.

Throughout the month, there will be a schedule of events including in store activities, special menus and competitions.

Free for all to attend, activities from the participating destinations will include wine sampling, cooking demonstrations and tango lessons from **Argentina**; folkloric performances, cuisine, fashion display and professional henna drawings from **Egypt**; Wallace and Gromit adventures featuring a hot air balloon brought by **Great Britain**; a professional steel pan band and dancing carnival from **Trinidad and Tobago**; coffee shop experience and food sampling with a live music band and dance floor from **Turkey** and Chinese drumming performances with lion dancing and martial arts demonstrations brought by **Chinatown**.

Regent Street continues to build on its reputation as one of the ultimate shopping and lifestyle destinations in the world, with many global fashion brands choosing to call this famous shopping thoroughfare their home. Recently, Swedish brand '& Other Stories' opened at 256-258 Regent Street, introducing a new range of stylish products to join other international flagships such as Burberry, Liberty, Apple, Anthropologie, Hollister, Superdry, Coach, Sebago and Calvin Klein.

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HIGHLIGHTS OF THE DAY

Trinidad and Tobago

Come to the carnival and join the party atmosphere, where a steel pan band will provide the rhythm for a dance competition with amazing prizes to be won. Meet the roving carnival characters and dynamic dancers dressed in feathered costumes, who will put you through your paces. Don't miss a performance by the renowned '3 Canal' band in their debut on Regent Street and indulge yourself with delicious bites and fine rum cocktails.

Argentina

An opportunity to experience an authentic Argentine grill serving premium meat cuts prepared using traditional methods. Visit the wine bar to sample delicious wines from regions across Argentina. Live music and tango lessons will add to the fantastic atmosphere.

Turkey

Enjoy the delights of an authentic coffee shop experience whilst tasting the delicious flavours of Turkish food from Ozer restaurant and sampling chocolate-covered Turkish delights. After indulging in the taste of Turkey, why not hit the dance floor and enjoy the live Turkish band?

Egypt

Egypt will showcase a fantastic array of folkloric performances and mouth-watering traditional cuisine, as well as henna artists, papyrus illustration demonstrations, an elaborate display of Egyptian clothing and a vibrant 5 piece band.

Great Britain

Special guests Wallace and Gromit will be on Regent Street to promote fantastic holidays at home. Meet the famous duo and join them in sampling their favourite British cheeses. A must see is the hot air balloon towering over the event; a sight not often seen in London's busy West End.

Chinatown

Visit Chinatown on Regent Street and be entertained by elaborate lion dancing performances, Chinese drumming and impressive Kung Fu demonstrations by some of the youngest masters of the art. Afterwards, head to the arts and crafts area to experience Chinese calligraphy, brush painting and face painting.

Malaysia

Malaysia will be providing an authentic taste of Malaysia to the customers of Regent Street. There will be over 100 products on sale at the Malaysian Product Market as well as samples for you to try. You can also taste some of the best chicken satay available in the UK on our traditional charcoal grill. For more information, please visit www.malaysiakitchen.co.uk.

AussieMite

Experience the essence of Australia with AussieMite and enjoy their delicious homemade savoury cupcakes baked fresh to perfection.

RETAILER ACTIVITY ON THE DAY

Anthropologie

To celebrate their American heritage, Anthropologie will be bringing a taste of America to its Regent Street store with an homage to home-baking and the iconic cupcake.

Café Royal hotel

Taste the best of British fare with the Menu Du Jour in the Ten Room at Café Royal hotel.

Telephone 0207 406 3310 to reserve a table to enjoy dishes including Paris Mushroom Velouté, Breaded Cutlet of Pork, Brown Sugar Tart and more.

Following a sumptuous lunch, treat yourself to the Prince Regent Cake exclusive to The Café at Café Royal hotel created by their renowned Executive Pastry Chef, Simon Jenkins, from Italian sponge soaked in limoncello and Bajan cane sugar.

Camper

Drop in to Camper for your complimentary mini-bottle of Codorniu Cava while you shop and receive a canvas bag with every purchase. (While stocks last).

Coach

Pay a visit to Coach and their All-American Milkshake bar. They will be giving out delicious milkshakes in a range of flavours all day.

Crabtree & Evelyn

Pop into Crabtree & Evelyn for a cup of tea and biscuits or maybe a glass of fizz. Don't forget to enter the raffle to be in with a chance of winning one of three fabulous prizes.

East India Company

Experience one of Britain's most favourite traditions- stop by The East India Company marquee at 3pm to catch a peek into the Art of Tea. Led by The East India Company Tea Master, Lalith Lenadora.

Fornata

Look out for Fornata's waiters on Regent Street and Kingly Street, they will be serving delicious samples of Arancini con Scamorza, risotto balls with cheese and Small Pizzetas, mini margarita pizzas.

GANT

Prepare for your holidays at GANT, spend over £250 and receive a free pair of swimming shorts. (While stocks last).

Hamleys

Go to Hamleys to meet the famous Wallace and Gromit pair on Sunday 12 May.

Juicy Couture

Get your fill of American sweets and candy at Juicy Couture on Sunday 12 May.
Also enjoy 10% off your purchase* when you sign up for the Juicy Couture email.
Excluding swimwear, sunglasses, kidswear, fragrance and watches.

Karen Millen

Karen Millen will be running a Lucky Dip throughout the day. Don't miss your chance to win a personal styling session, £10 Gift Card, a Karen Millen Leather Cuff or 10% discount on all full price items!

Penhaligon's

Discover the world of fragrance at Penhaligon's at 12pm and 4pm, one of their fragrance experts will be giving exclusive tutorials on everything fragrant! And if that doesn't float your boat, you can just pop in to receive a 15% discount off all purchases.

Ripley's Believe it or Not! London

Located just at the bottom of Regent St, Ripley's London is offering an amazing 50% off ticket prices for Sunday 12 May – customers just need to present an event programme or discount leaflet at the Ripley's admissions desk. Visit London's most wonderfully weird visitor attraction and marvel at over 700 remarkable relics and rare treasures from around the world – step inside and let your adventure begin!

Ted Baker

Ted will be offering complimentary drinks to shoppers as well as a 'London Born and Bred' tote bag as a gift with purchase. (While stocks last).

For more information about in store activities, special menus and competitions throughout May, please visit **regentstreetonline.com**.

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