



## Regent Street - 'InsureandGo - The World On Regent Street': international success

Yesterday, nations from across the globe brought London's busiest shopping street to life to celebrate '*InsureandGo - The World on Regent Street*'. Regent Street became traffic-free to welcome countries from all over the world and was transformed by dancers, musicians, artists and chefs, showcasing the best of their cultures.

Annie Walker, Director of The Regent Street Association said "*InsureandGo - The World on Regent Street*" was a fantastic event which attracted a huge number of people from all over the world to Regent Street and into the shops and restaurants".

Many of Regent Street's international flagship stores partnered with a participating country. Ashini Shan, Marketing Manager at The East India Company said, "*InsureandGo - The World on Regent Street*" was a really successful event, with a fun vibe and lots of visitors throughout the day. The opportunity to raise awareness was massive, and our Conduit Street store saw a lot of increased traffic as a result of our stand and tastings on Regent Street."

Shoppers on the day also enjoyed wine sampling, cooking demonstrations, live music and dance lessons. Niamh Sugrue, Events and Marketing Manager at Gaucho said, "*InsureandGo - The World on Regent Street*" was a brilliant opportunity to gain more exposure for the extensive selection of Argentinian wines we sell in our wine shop Cavas de Gaucho as well as open people's minds and palette's to the distinctive flavours of Argentinian wines."

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.

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Sister, a creative multi-channel communications agency that strategically integrates public relations with marketing, advertising, social media, digital design, web development, music and film production.

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