

THE GLOBAL PARTY™

INSPIRED BY PHILEAS FOGG

Monday 12th September

Post event Release - The World Wide Launch of The Global Party

One week before The Global Party, on Thursday 8th September, Lord Fink and David Johnstone, who co-founded the luxury brands holding company Free Holdings, hosted The World Wide Launch Party of The Global Party at The Natural History Museum, London.

This epic location was a perfect platform to celebrate the start of Phileas Fogg's challenge to circumnavigate the world! Set to become the largest private party ever held, The Global Party has united the best luxury locations globally to create 80+ parties within 24 hours around the world.

In the essence of Phileas Fogg and Passpartout, a fantastic hot air balloon was stationed outside of The Natural History Museum giving wonderful flair to this Black Tie evening.

Commencing at 8pm, an extravaganza was in store for the 2000 guests; entering the Natural History Museum via the Earth Galleries, The Global Party theme was perfectly mirrored by this apt location. Within the Natural History Museum guests were greeted by Passpartout and a Glee tribute band! Journeying through this historic location, surprises and delights were awaiting; A classical violin's haunting tones accompanied the stunning Mikimoto room where priceless jewels glittered, while Isaac Ferry DJing cool beats invigorated in another area! Food stations that incorporated foods from all around the world as well as various bars designing drinks! But most importantly Laurent-Perrier magnums were endless!

Alongside Mikimoto Jewellery, Designer of the Year, Jasper Garvida showcased his new collection with 80 beautiful fashion models. Jasper Garvida celebrity clients who appeared were Katie Melua, Leah Weller and Charlotte Pallister who joined this extraordinary fashion parade.

With two performance rooms, guests were spoilt for choice, but with Eddie Jordon and the Robbers and Bryan Ferry's Roxy Music, the Dinosaur room set the precedent for an all night party!

A DJ set hosted by Suite the cult nightclub belonging to The Marbella Club inspired an exciting evening of dancing through to the early hours; this fantastic party will set the tone for The Global Party!

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Celebrity guests included Chelsy Davy, Katie Melua, Lily Cole, Gaby Roslin, Chemmy Alcott, Lee Ryan, Blue, Eddy Kadi, Barry McGuigan, Saffron Aldridge and boyfriend Ian Wace, Broosk Saib, Otis Ferry

The Global Party will be directly benefiting 15 leading charities the likes of Duke of Edinburgh's Award (International Award Association), IIE (Institute Of International Education), Blue Marine Foundation, Sentebale, Nelson Mandela Children's Fund, Raisa Gorbachev Foundation, Pratham, ARK (Absolute Return for Kids), 21st Century Leaders, Merlin, Tusk and Virgin Unite, The Global Party not only aims to raise money but also awareness for these notable causes.

The Global Party will be held on Thursday 15th and Friday 16th September 2011, 80+ parties within 24 hours, held throughout the world in aid of raising money for 100's of charities worldwide

Linking the world for a worthy cause.

-ENDS-

Links of interest:

theglobalparty.com
key2luxury.com
globalpr.net

Online press office (globalpr.net):

globalpr.net/theglobalparty
old.globalpr.net/worldwidelaunch
old.globalpr.net/stanleyfink
globalpr.net/davidjohnstone
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Official Benefitting Charities:

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