



FOR IMMEDATE RELEASE

**Christian Cowan in Vancouver**

*British visionary designer guest appears to showcase S/S 19 at Nordstrom in Vancouver*

**Vancouver, BC, March 19th, 2019 –** On April 2nd at 6:00pm, Christian Cowan surprises Vancourites with a guest appearance at Nordstrom on Granville, here to kick off the launch of his Spring/Summer 2019 Ready-To-Wear collection. The British contemporary couture designer, Christian Cowan, is known the pink glitter suit that Lady Gaga wore, Cardi B’s full outfit on her “Invasion of Privacy” album cover, and he continues to make outfits for big name celebrities like Miley Cyrus, Naomi Campbell and Nicki Minaj just to name a few.

Christian Cowan graduated from Central Saint Martins and London College in 2016, however, he had been designing and styling both Lady Gaga and Miley Cyrus in 2014/2015. Lady Gaga was one of his first supporters, as he had designed her a full pink glitter suit in 2014. His fresh outlook and creative style will be finally showcasing in Nordstrom, which will be the first retail store to be featured in.

Cowan’s Spring/Summer 2019 RTW collection is authentic and creative, many of his pieces include inspiration from Formula One racing and use abstract and symmetrical patterns/silhouettes. One of his outfits is a black skin tight jumpsuit with black and white checkered arms and a black and white checkered wide stripe going down each side of the leg, he has added a wallet belt for the overall look to have the pit crew aesthetic. Another eye popping outfit is a two pieced crop top suit, the right side is a pastel baby blue and the left side is a patterned mix of gold and silver watches to match with his famous collaboration shoe with

Giuseppe Zanotti which are heels and the straps are gold watches as well. Christian absolutely nailed this collection, each item is a statement piece but not over dramatic with sequence or colours.

Nordstrom is honored add Christian Cowan’s ready-to-wear collection to our stores. After the trunk show and talk, guests will enjoy music being played by Ekali as they sip on exclusively made alcoholic drinks and eat small appetizers and candy.

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Nordstrom

799 Robson St, Vancouver, BC

6:00pm

For information, to arrange interviews or receive images contact:

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**Christian Cowan x Women in Sport**

Women in Sport is a charity in the United Kingdom that allows women and girls to experience the joy, love, and rewards of sports. They are the only organization in England that uses the perspective of women and girls to research the relationship between the two and how they can allow women and men to have equal opportunities in sports. Their campaigns help make sure that girls stay interested in physical activities/sports when they are at risk in losing interest, they want girls to stay engaged with physical activity from elementary school all the way into their adulthood as staying active is important for everyone regardless of gender. They also want to change the sports culture so that gender/sexism discrimination is no longer a thing that clouds the community, they say that 40% of women that are working in sports or sport areas feel that they are less valued than the males in the workplace because of their gender.

**Christian Cowan x Women in Sport**

 Since Christian is already a designer for women's wear he can collaborate with them and create an exclusive line of Sportswear that 75% of the proceeds go to this organization. Women in Sports can also host a tournament with different events like a miniature Olympics while sporting the new line, this creates more publicity for both parties. Especially since Cowan is a new and trendy artist with connections to celebrities and influencers that can help benefit the organization to get new sponsors and new exposure and followers. The event will be called "Workout & the Runway".

**Christian Cowan Background**

In 2014- he was heavily supported by Lady gaga and designed her the iconic pink glitter suit

In 2016- he graduated from university and started building his brand, he made outfits for Miley Cyrus for her Milky Milky Milky tour.

In 2017- he was on America's Next Top Model as a designer.

In 2018- he had one of his first runway shows and landed himself a spot in Vogue, and continued to work with America's Next Top Model

In 2019- he collaborated with the Power Puff Girls on International Women's day in aid for She’s the First which is an organization that help fight for gender inequalities in the education system. He had Paris Hilton walk the runway.