



WHAT SHE SAID: BEYOND BEAUTY AT THE PERCEPTION AT W LONDON

WHAT SHE SAID returns for 11th edition with activist Jada Sezer, transgender model and LGBTQ+ advocate, Maxim Magnus, model and actress, Fola Evans-Akingbola and one-to-watch men's designer Jennifer Koch.



When: Wednesday 25th April, 6.30pm – 9pm

Where: The Perception at W London, 10 Wardour St, W1D 6QF

Following the WHAT SHE SAID International Women's Day special where guests were invited to #PressForProgress and explore the future of multi-discipline female connectivity, the talk series returns for its 11th edition with a panel of game-changing models setting the new agenda for beauty. The discussion will be chaired by inspirational co-founder of **Female Narratives** and former-model, **Tijana Tamburic** who will welcome model and mental health campaigner, **Jada Sezer**, transgender model and LGBTQ+ activist and advocate, **Maxim Magnus**, model and actress with a passion for activism, **Fola Evans-Akingbola** and men's knitwear MA graduate **Jennifer Koch**, who is re-spinning the 'granny' and 'housewife' stereotypes associated with knitwear. The evening will explore how they are all making waves by using modelling as their platform to go beyond conventional beauty standards overcoming stereotypes and redefining public perceptions.

The WHAT SHE SAID talk series launched in 2016 at W London with legendary designer and icon Diane von Furstenberg and is part of a global initiative from W Hotels that brings passionate and progressive women together. The events provide powerful women with a stage to share their personal stories, as well as encourage the audience to join the conversation, voice their views, mix, mingle and network in W's unrestrictive surroundings.

This year, W London has partnered with **Female Narratives**, a London-based content agency and collective of almost 100 female creatives, who will co-curate and produce each WHAT SHE SAID. Throughout the year, the discussions will continue to address topics covering film, fashion, design, travel and technology and will welcome guest panellists to share their point of view and exciting real-life stories. This edition of WHAT SHE SAID is equally co-curated by **Linden Staub**, a new modelling agency that stands against the grain of traditional agencies focusing on building careers and harnessing passions rather than ignoring them. **Linden Staub** is the mother agents to two of the evening's panellists.

WHAT SHE SAID: Beyond Beauty will include a 50-minute panel followed by Q&As and a cocktail reception in the hotel's bar and lounge, The Perception at W London. Guests are invited to join from **6:30pm for a welcome drink before the panel discussion starts at**

7pm.

Tickets are priced at £10 from wlondon.eventbrite.com. For more information on this event and the 2018 series, please visit: <http://www.wlondon.co.uk/what-she-said>.

#WHATSHESAID
END

For media enquiries please contact: gabi@wickerwood.com

For more information on how WHAT SHE SAID is bringing powerful, progressive women together at W Hotels around the world visit: theangle.whotels.com/topic/what-she-said/

ABOUT THE PERCEPTION AT W LONDON

Attracting bold Londoners and discerning, international travellers alike, The Perception at W London ignites the neighbourhood with electric energy, transforming from a laid-back hangout by day to a place to be seen at by night. Overlooking the hustle and bustle of the streets of Soho from the first floor of W London – Leicester Square, The Perception showcases bold interiors and a diverse cultural programming accompanied by killer cocktails and a dining series featuring some of London's most renowned culinary talents. The Perception at W London also offers Retox Brunch - the city's most punchy Sunday brunch, Tea Total – a tipsy twist on the traditional afternoon tea, a vibrant breakfast offering and a Work from W package perfect for those always on the go.

ABOUT FEMALE NARRATIVES

Female Narratives is a London-based creative agency and collective of almost 100 female freelancers, who create cross-platform content and events for brands by telling real women's stories. Co-founded and run by models-turned-producers with connections across the verticals of film, fashion, design, travel and technology and a passion for making female voices louder by unifying them and giving them a space to be heard.

ABOUT LINDEN STAUB

Co-Founders Tara Davies & Esther Kinnear Derungs have challenged the industry by creating a company where the mantra is 'Empowering Women'. Their focus is on very close personal management, working on their talents' objectives & goals - empowering them every step of the way. Uniquely, Linden Staub is Mother Agency to all their talent, and will represent & book them in London, whilst placing them in other markets.