



WHAT SHE SAID: #PRESSFORPROGRESS  
AT THE PERCEPTION AT W LONDON

*WHAT SHE SAID returns for 2018 with International Women's Day special*



**When:** Wednesday 7<sup>th</sup> March, 6.30pm – 9:30pm

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

W London – Leicester Square invites guests to '#PressForProgress' as WHAT SHE SAID returns to London for its 10<sup>th</sup> edition on the eve of International Women's Day. For the inaugural event of 2018, W London will welcome an incredible panel of bold and inspiring women, chaired by the phenomenal blogger and entrepreneur **Freddie Harrel** to explore the importance and future of female connectivity across fashion, technology, media and philanthropy. Freddie will be joined by the Global Development & Strategic Engagement Director for mothers2mothers, **Emma France**, CEO and co-founder of Peanut, **Michelle Kennedy**, Farfetch's Chief Strategy Officer, **Stephanie Phair** and RED Magazine's Executive Editor, **Sarah Tomaczak**. All proceeds will be donated to pioneering NGO, mothers2mothers, to support their mission to create a generation free from HIV.

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 is proud to announce its partnership 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 address topics covering film, fashion, design, travel and technology and will continue to welcome guest panellists to share their point of view and exciting real-life stories.

The WHAT SHE SAID: #PRESSFORPROGRESS event 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 £15 from [wondon.eventbrite.com](http://wondon.eventbrite.com)** with proceeds from this event being donated to mothers2mothers. For more information on this event and the 2018 series, please visit: <http://www.wondon.co.uk/what-she-said>.

#WHATSHESAID

**END**

For media enquiries please contact: [gabi@wickerwood.com](mailto: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/](http://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 mothers2mothers**

All proceeds from this event will go to mothers2mothers (m2m) to support in their mission to create a generation free from HIV. m2m is an international NGO that employs and empowers local HIV-positive women to eliminate paediatric AIDS and delivers health services, advice, and support to women and their families in sub-Saharan Africa. In 2016 alone, m2m and its partners enrolled two million new clients across seven countries. Among the clients m2m served directly, m2m reached virtual elimination of mother-to-child transmission.

#### **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.