

# Topman to sponsor Best Dressed category at the Shockwaves NME Music Awards 2008



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Industry: [Apparel & Fashion](#)

**Press Release Summary: Topman, a British based leader in cutting edge men's fashion, is sponsoring the Best Dressed category at the Shockwaves NME Music Awards 2008 and supporting Shockwaves NME Awards Tour**

Press Release Body: **Topman**, a British based leader in cutting edge men's fashion is solidifying its links with the music industry by sponsoring the **Best Dressed category at the NME Music Awards 2008.**

**Topman** has a reputation for supporting young British talent both in music and fashion, and with the upcoming Shockwaves NME Awards 2008, held at London's O2 at the end of February, the [mens clothing](#) retailer will further associate its brand with the music featured in NME.

**Topman** should already be familiar to most NME readers as its diverse range of clothing includes everything needed to emulate the look of the magazine's featured artists, selling everything from [skinny jeans](#), as made popular by the **Strokes**, to [mens waistcoats](#), as favoured by **The Killers and Panic At the Disco**.

In addition to sponsoring the **Best Dressed category**, **Topman** are also supporting the accompanying Shockwaves **NME Awards Tour 2008**, consisting of 19 cities across the UK from the end of January through February. The annual tour is well-known for showcasing rising artists and previous tours have included the **Killers, Arctic Monkeys and Franz Ferdinand**. This year's bill consists of **The Cribs, Joe Lean & The Jing Jang Jong, Does It Offend You Yeah?** and **The Ting Tings**. Tickets for the tour have proven to be very popular, but for those unable to buy tickets, the Topman website will be running a competition to win free tickets.

To help promote the tour, **Topman** are doing national instore promotions across January and February that will include a two hour DJ set by **Does It Offend You Yeah?** at selected stores. In addition shoppers can get a free iPod pouch and tour poster with a spend of £50 or over instore.

Keen followers of fashion can also visit **Topman.com** to read **TopmanZine** - an online magazine about men's fashion trends, inspiration and style, which offers news and feature articles about up and coming fashion events, music events, and clothing tips.

## About

## Topman

**Topman** offers the latest in men's fashion, encompassing a range of styles to suit every shopper. **Topman's** extensive collection embraces everything from the latest fashion trends to classic pieces, and extends to footwear, accessories and formal wear. **Topman** also provide the simplest way to search for and buy men's clothing, placing it among the leading fashion retailers in the UK market.

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