



MACHINE - A

Dominic Jones and Machine-A Bring the Atlantic Rainforest to Life in Soho

4th August - Machine-A is proud to present **Dominic Jones** as the latest high-profile collaborator, creating an innovative and visually stimulating window display for the store inspired by the work of the **World Land Trust** who protect and preserve some of the most beautiful and endangered habitats on our planet. Dominic Jones has designed a limited edition t-shirt alongside the event which will be available exclusively from the Machine-A store. The t-shirts are priced at £50 and 50% of proceeds will go to the World Land Trusts, Atlantic Rainforest projects.

Three times British Fashion Council NewGen winner Dominic Jones graduated from the Sir John Cass School of Art and Design before teaming up with friend turned business partner Alice Dellal to launch Dominic Jones Jewellery. Commended by Anna Wintour for his nature inspired designs and with celebrity fans including Beyonce, Vivienne Westwood, Lou Dillon and Rihanna, Dominic Jones Jewellery has become the cult accessory of choice amongst fashion insiders.

Dominic Jones has been inspired by the work of the World Land Trust's Atlantic Rainforest projects in the design for this, his first window installation at Machine-A. The World Land Trust is an international conservation charity raising funds for the purchase and protection of critically endangered habitats around the world. Now celebrating their 21st year WLT are committed to raising public awareness of the critically endangered Atlantic Rainforest of South America. Only 7% of the Atlantic Rainforest remains in tact yet this ecoregion is still ranked in the top five of the world's biodiversity hotspots and is one of the highest priorities for conservation action globally.

The event will be launched with an in-store private view event on **August 4th, 6-9pm.**

For more information please contact Emma Becket from the World Land Trust at emma@emmabeckettpr.com or 0207 637 2967 / 07984 462201

For more information on World Land Trust please visit www.worldlandtrust.org