

## GLAMMFIRE HYPERION CATWALK AT FASHION SHOW

Monção, London, Paris, New York, February 22<sup>nd</sup> - **Glammfire** cooperated with supermodel Jessica Minh Anh and DHL Express U.S. providing environmentally conscious heating systems for J Winter Fashion Show 2020.

On February 6, 2020, at John F. Kennedy international airport in New York City, fashion show producer and supermodel Jessica Minh Anh made history with the first ever catwalk centered on the globally sustainable supply chain. Heated by **Glammfire**'s Hyperion-Tile patio heaters series, all the guests and fashion models at catwalk felt warmth and cozy on a very cold-windy day.

J Winter Fashion Show 2020 brought challenge and innovation by setting a catwalk at an extremely busy international airport tarmac to premiere the most exquisite fashion collections, while highlighting sustainability and the modern upcycling and delivery process in a creative way.

"This is the second time **Glammfire** gets involved in a fashion show as invited Partner. First time was in Paris Fashion Week in 2012 and it is now a pleasure to cooperate with Ms. Jessica Minh Anh for this event." states Marcelo Inácio – **Glammfire**'s CEO.

At this event, "**Glammfire** provided from its diverse product range of fireplaces, fire-pits, heaters and barbecues, its acclaimed unique design styles Hyperion Tile patio heaters placed along the catwalk and red carpet VIP entrance, with the purpose of providing best comfort to VIP guests and fire round bioethanol burners at the F&B guests mingle area post-event." – explains Mário Ferreira, **Glammfire**'s Chief Marketing Officer.

At the end of the event, in order to celebrate the success of the initiative, both supermodel Jessica Minh Anh (Event Producer) and Mr. Laurice Bancroft (DHL Express U.S. Vice-President) were awarded with a **Glammfire** Tabletop Oblique-Duo gift.

### ABOUT GLAMMFIRE

Founded in 2008 in the north of Portugal, **Glammfire** is a world-class luxury fireplaces brand, represents Portuguese design as well as modern/contemporary style.

As one of the world's most wanted fireplaces brands, **Glammfire** specializes in the development and manufacture of unique, environmentally friendly fireplaces that fit a new lifestyle. The desire for greater demand and efficiency, the pursuit of difference, embodied in the development of unique products, and the respectful commitment to the environment are details present in each **Glammfire** product.

**Glammfire** provides a wide range of fireplaces, firepits, heaters and barbecues for residential and hospitality projects available as well in bespoke and contract business options. Its products are available currently in 50+ countries worldwide with direct installation and technical assistance throughout its network of distributors, resellers and brand agents.

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