

TRENDLIFE MAGAZINE



THE SPRING EDITION

THE ALL IMPORTANT REVIEW OF WHAT STYLES WILL BE TRENDING THIS SPRING

MEET THE BLOGGERS

WE SIT DOWN WITH THREE COUNTIES BLOGGERS TO TALK BEAUTY & FASHION

A FESTIVAL OF SPEED

A LOOK AT THE FUTURISTIC BMW I3 & WHAT YOU SHOULD BE DRIVING THIS SUMMER

GET ON YOUR BIKE

JOIN JENSON BUTTON AT LUTON'S HOO HOTEL TO SUPPORT CANCER RESEARCH UK



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The new Rolex Sky-Dweller features exclusive dials with new combinations of bracelets and leather straps.

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LIFE IS A BEAUTIFUL SPORT LACOSTE 



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Yoga in its full form combines physical postures, breathing exercises and meditation. It can also be fun and the best workout you ever have.





FASHION, STYLE & BEAUTY

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FYT & CO are a young, developing accessories brand who produce a vibrant range of bags, caps, phone, and iPad cases. We take a look at what they have to offer.

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On the SS14 runways, orange was the 'it' colour especially on lips. Suitable for all, learn how to wear the orange lip.

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While the classics will always serve you well, it's worth knowing which statements are the big ones to make this summer and beyond.



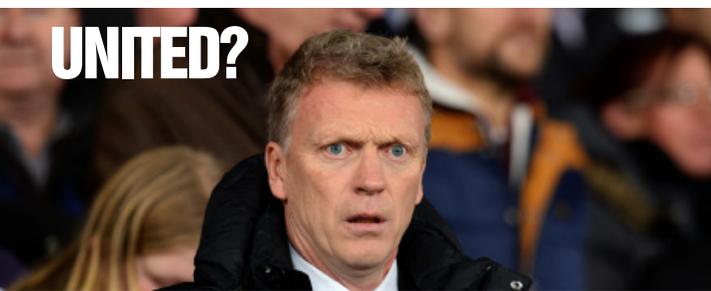
ORANGE IS THE NEW BLACK



LILY SAVAGE

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Lily Rose Beatrice Cooper better known as Lily Allen is back with a new album 'Sheezus' which pays homage to Kanye West's recent Yeezus. Season two of Netflix hit 'Orange is the New Black' is back on our screens in June but for those not in the know, we recap the first season.



UNITED?

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There is no doubt that this year's Premiership title has been the best in years but the spotlight is shinning bright on mid-table Manchester United. Will he stay or will he go? Only time will tell and it looks like P45 o' clock for David Moyes.



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Adam Tudor-Lane reviews the new BMW i3 and picks what you need to be driving this summer. We also look at the forthcoming Goodwood festival of Speed taking place between 26th - 29th June.

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Indochinese restaurant BananaTree opens in The Hub, Milton Keynes.

Banana Tree's delicious indochinese menu was the creation of founder and head chef, William Chow. Milton Keynes will be the largest Banana Tree venue to date, with a beautiful restaurant as well as a fully licensed bar, serving unique and delicious Indochina-inspired cocktails. Indochina is a region in South East Asia that lies roughly east of India and south of China. It comprises of Vietnam, Cambodia, Thailand, Singapore and Malaysia.

www.bananatree.co.uk



Kimberley Walsh teams up with Specsavers

Girls Aloud singer and West End actress Kimberley Walsh has teamed up with Specsavers and anti-bullying charity Kidscape to find a specs-wearer as she launches the annual Spectacle Wearer of the Year competition.

This year's overall winner will be presented with £10,000 in cash and a holiday to the Bahamas at an event hosted by Gok Wan later this year. Kimberley is the face of Specsavers' Love Glasses campaign and the associated Spectacle Wearer of the Year competition, which sees £1 donated by Specsavers to Kidscape for every entry.

www.specsavers.com



GAP launch global marketing campaign "Lived-In".

Gap brought together a cast of emerging and talented young artists including Trinidadian-born American recording artist Theophilus London, American actor RJ Mitte and American singer-songwriter and record producer Ernest Green (performing under the stage name Washed Out). Each artist was photographed by David Sims, wearing the new spring collection developed by Creative Director Rebekka Bay.

www.gap.co.uk





H&M & Zara top the list of best brands

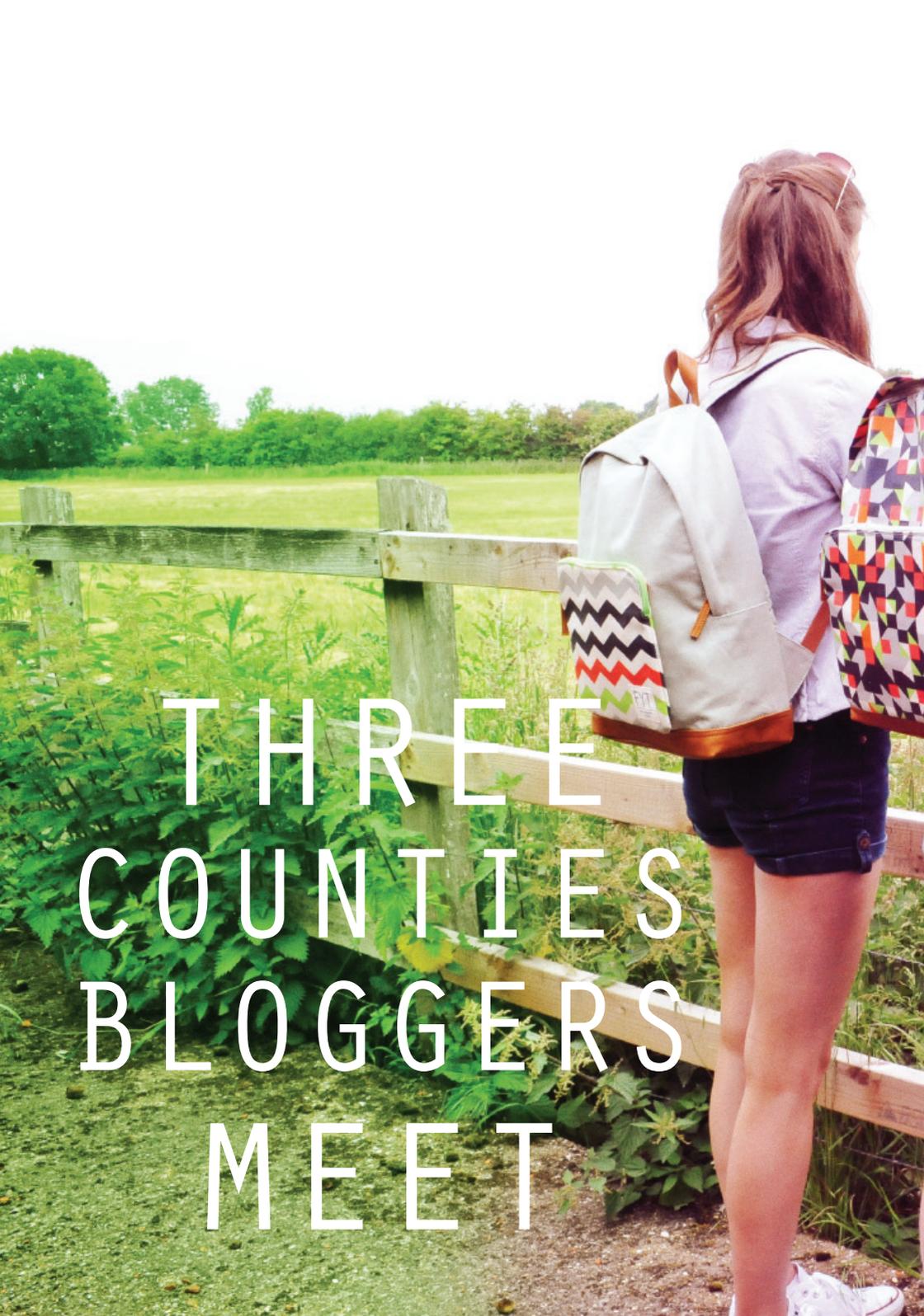
In its fourth ranking of the best retail brands, industry benchmarkers Interbrand highlights the importance of creating perfect customer experience and managing online brand perception.

The ranking of the best brands in Europe has crowned H&M number one. Interbrand notes that the company opened almost one store per day in 2013, continuing to offer fashion at an affordable price.

Zara followed in third place, while ASOS made one of the biggest jumps in the ranking, becoming the first such e-tailer to report carbon-neutral production.



The Slug and Lettuce in Marlow Introduces Carnival Cocktails Inspired by Brazil. The country is buzzing with anticipation for the World Cup and the Slug and Lettuce bar team in Marlow have embraced the spirit of Brazil by presenting a selection of exotic drinks for summer - the Carnival Cocktails - which will be introduced on Wednesday 7th May. www.slugandlettuce.co.uk/slug-marlow



THREE
COUNTIES
BLOGGERS
MEET



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Three Counties Bloggers Meet

Bringing the Three Counties best beauty & fashion bloggers together

After weeks of preparation, planning and postage fees, TrendLife hosted the first ever #ThreeCountiesBloggersMeet at the fabulous Casino MK in Milton Keynes.

Bringing together the best beauty and fashion bloggers from Beds, Herts & Bucks in one location has its own logistical challenges but with such a great venue and wide range of beauty/fashion products to sample, the day turned out to be a must attend event.

As well as sampling new beauty and fashion products, the event allowed a number of the bloggers to actually meet for the first time to network, share thoughts and swap preloved products - everyone loves a bit of preloved.

To view the individual product reviews, head to the various blogs and websites above. If you are interested in participating in the next #3CountiesBloggersMeet, follow us on Twitter @TrendLifePR and let us know.





If you love your heels, you will love your luxury Hidee bag. Caoilíonn Hurley, Founder and Creative Director of Hidee believes the designs are timeless, elegant and eye catching - something we definitely agree with.

A completely unique design featuring a private compartment for hidden necessities including high heels, the shoulder bag collection allows you to transform from day elegance to evening allure in minutes. If storing your favourite heels is not enough, have a look at Hidee's collection of gold and silver chains.

£450 | www.hidee.net | @HideeHandbag



New for 2014, these amazing Stina Delin bags are available in seven different colours. Each 60's inspired bag is made from a strong eco-friendly plastic and comes with an interchangeable inner bag allowing you to customise your bag to match your outfit. A must for beach and summer holidays.
£32.00 | www.lilysbagboutique.com



Just imagine for one moment there was a website where you could buy hundreds of fabulous summer-styled dresses for just £5. A website where you could also purchase accessories for just £5 too. Wouldn't that be amazing?

Taking the internet by storm is [JustFor5pounds.com](http://www.justfor5pounds.com). We sampled a selection of dresses from their current range and we were very impressed with both the style and quality. Take a look at their website to see the amazing range of dresses.

www.justfor5pounds.com





A revolution in nail painting, nail art and applying false nails has arrived. **Handirest**, uniquely designed hand shaped foam that offers all the benefits of comfort and ease when painting your nails, applying nail wraps or false nails. Ultimately keeping your hand steady and speeding up the time it takes to finish your nails.

Handirest makes nail painting, nail art, applying false nails or nail wraps easy and helps to create stylish and professional results. The easy to clean product offers a washable surface to remove nail varnish or glue. The product has been approved by industry professionals, designed to work for both hands and comes in three sizes small, medium and large.

Handirest is the accessory for all occasions and created for the woman of today.

£9.99 | www.handirest.com | [@handirest](https://twitter.com/handirest)

Launched in 2004, Catseye London are an exciting brand creating quirky fashion and beauty accessories using vintage images and prints to brighten up your life.

With over ten unique collections to mix and match from, coin purses, glasses cases, passport holders, clutch bags, phone cases and much more are all available in the fun and kooky cool Catseye's print. Vintage ladies & glamorous girls are the office favourites

From £3.99 | www.catseyelondon.com



Pebble Grey's LED cosmetic mirror is the perfect little gift for that special someone in your life. With it's elegant design and practical lighting it is a must-have essential and the perfect gift or treat for yourself.

Beautifully packaged and complete with luxurious velvet pouch this is a useful product that fits easily into your pocket or handbag and is sure to brighten up the day!

£19.99 | www.pebblegrey.co.uk



Founded by experienced facial therapist, Amanda Elias, Bravura London is a fabulously affordable yet effective skincare line dedicated to improving the quality of your skin, whatever your skin type.

The Dermaflannel is a beauty breakthrough for anyone who likes the idea of a chemical peel but would rather a more natural treatment. This easy to use, reusable and chemical free way of achieving deeper exfoliation has a unique weave that sweeps away dead skin cells to reveal soft, glowing skin on the face or the body. The Dermaflannel really is a Facial in a Flannel.

From body scrubs to anti-ageing serums, gentle cleansers to hyperpigmentation remedies, Bravura London's hydrating formula is perfect for the stressed-out soul in need of some pampering.

£11.99 | www.bravuralondon.com | @BravuraLondon



OOH LA LA!



FAST (made by Nisim, Canada) is a unique shampoo and conditioner that accelerates hair growth. The range is perfect for anyone with slow-growing hair or for those who want to outgrow a bad haircut as quickly as possible. FAST is NOT for hairloss but can make hair grow up to 99% faster. Use FAST daily for 30 days to give you maximum length in minimum time.

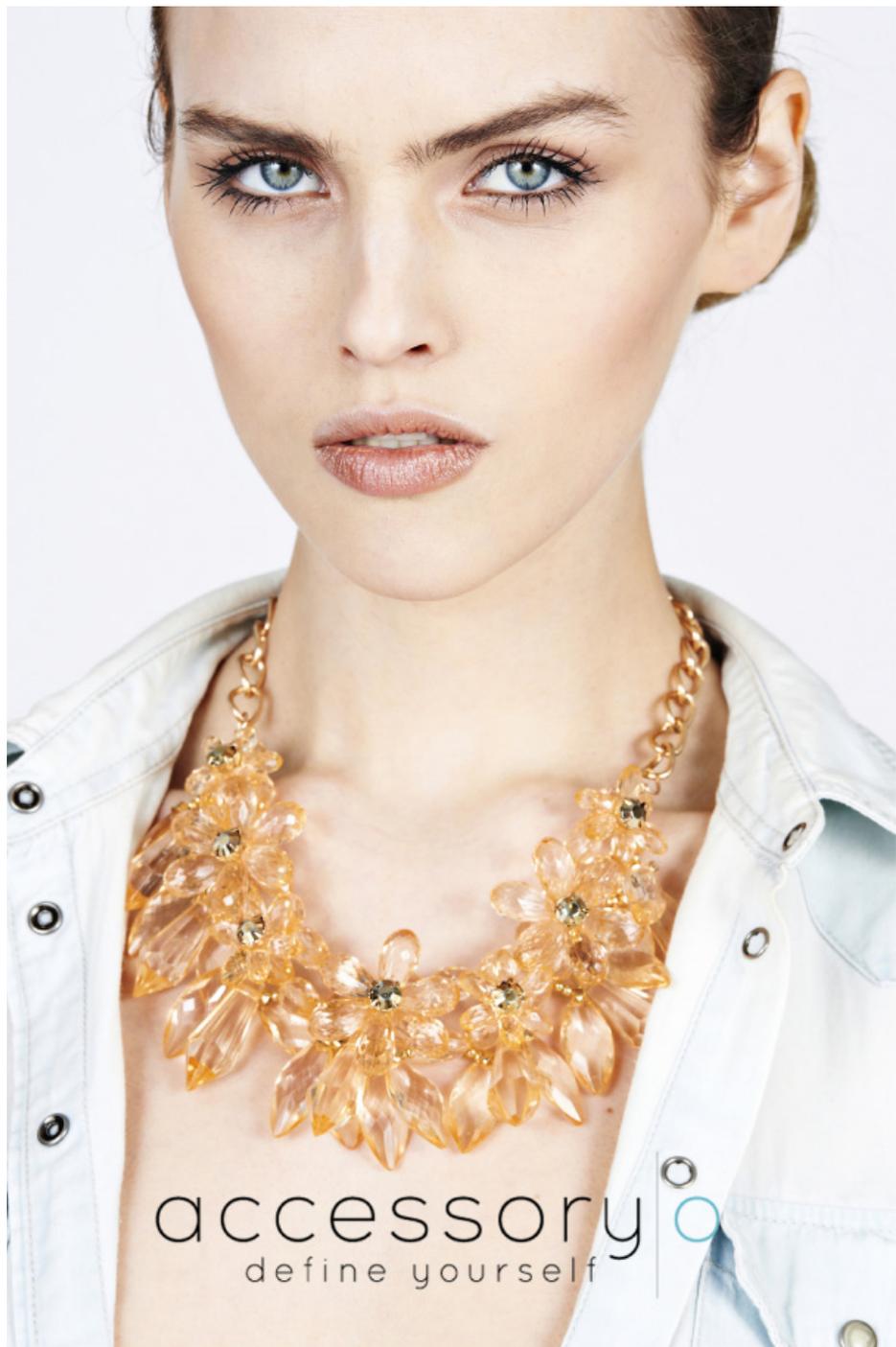
£24.99 | www.fasthair.co.uk | @FastHairUK



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From £3.99 | www.catseyelondon.com





accessory | o
define yourself



Accessories are more than just a finishing detail; well-chosen accessories are the key to achieving a perfectly composed outfit and a style that remains eternally your own. Accessories have their own trends, colours, materials and themes and it is our mission to guide you into selecting the accessories that enhance you.



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www.accessoryo.com | @accessoryo



Launched in New York and guided by American celebrity and beauty professional Scott-Vincent Borba, e.l.f. Cosmetics burst onto the beauty scene in June 2004 with the mission to provide quality cosmetics at low prices. Three years later, e.l.f. arrived on British shores. Today, revolutionary cosmetics brand e.l.f., continues to enable makeup lovers to enjoy and experiment with makeup without sacrificing their budget.

www.eyeslipsface.co.uk | @ELFCosmeticsUK





the secrets and life of LILYASH XO

www.lilyash-xo.blogspot.com | twitter: @lhjfx | instagram: @lhjfx | Facebook: LILY ASH xo



beauty

MAC fix+ spray is your ultimate beauty essential. I swear by this stuff. Spray it before or after makeup to keep your skin hydrated, glowing and moisturised while it holds your makeup in place. I cannot stress how much you need this in your makeup bag. Only £14.50 for a bottle and it lasts forever!



tips,

My obsession with eyebrows is unreal and I am in love with Cara Delevingne for finally making big eyebrows come back. Make sure you have an eyebrow brush and pencil in your makeup bag to exaggerate and fill in any gaps of your brows. Go online to our website to get the Delevingne look.



tricks &

Whether you prefer gels, acrylics or doing it yourself, nails reflect a person. I'm currently obsessed with the House of Holland stick on nails, very funky and easy to do them yourself. Hands down, biggest colour this season. Orange nails and lips are the simplest way and believe it or not, there is an orange lippy shade for EVERYBODY.



products

It's just a case of trying and depending on how daring you're feeling. I cannot get enough of Max Factor - bewitching coral, it's a more subdued colour, but this one also works well as an overcoat on other colours, especially purple! For nails, check out Rimmel London's new range for a variety of bright shades.



Lingerie specialist, lipstick queen,
party animal, retail manager, retired wild child,
fashion, beauty and lifestyle blogger
movie extra, tattoo addict and fan girl.



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fashion focus, music & gossip

Clash like you have never clashed before, it will look good. Colour in general is major this season so literally go MAD. The easiest way to do this is invest in a brightly coloured, printed blazer, this will see you through all season and you can play around with what you wear it with!



Oh my goodness, this new, old skool, school trend is my FAVE trend this season. Dig out the lace frilled socks, the hair scrunchies and sensible, thick soled, buckle up shoes that you definitely argued with your mum over in the middle of Clark's, they're back but 10x more fashionable than EVER.



The diversity of shoes this season is unreal. As we're approaching summer, we have seen the return of the jellies. I don't know about you, but this year is nostalgic, reliving childhood in the terms of fashion, what could be better? Moving on, shoe style this season has many mixed views, with the Birkenstock being revamped and chunky heeled sandals with socks making an appearance, who knows what could be next?! Please, don't say clogs. Check out La moda for a funky, fresh and unique summer shoes, suiting everybody's taste.



ORANGE



**THE STATEMENT
LOOK FOR SS14?**



Jessica Alba creates storms looking so fantastic.

Lipstick can enhance any look – bold or natural, a dab of lippy can completely change an outfit. With the warmer months creeping up on us, a major contender for the SS14 make-up trend is the orange lipstick.

Seen at fashion week as the ‘main accessory’ on runways from John Galliano and Rag & Bone, orange will be the pop of colour we all need in the next few months!

So you may be wondering how to sport the orange lippy? If you’re brave enough, you could go all out with Mac’s Morange lipstick – a beautiful amped up orange.

Scarlett Johansson proves orange suits every skin tone.



Paired with a neutral eye and some winged liner, Morange can give you a statement look that will be sure to turn heads. Not feeling as daring? You could try a muted orange from Revlon’s infamous lip butter range in the shade Tutti Frutti.

Moisture is key with this product, giving a lovely buttery texture, in a range of different colours including the favoured orange and being super easy to wear.

Orange lips will jazz up any outfit without going too overboard which may happen with some red lipsticks.



Under the spotlight, Jennifer Hudson is beaming class.

Emma Stone has been busy promoting the new Spiderman movie.





WINNING BIG



ON A NIGHT OUT

If you have never been to a casino before, your first trip is likely to be filled with excitement, anticipation, and exhilaration. It is not unusual to feel a little apprehensive, but don't worry, Joe Pesci & Robert De Niro won't be coming for the shirt off your back.

PREPARATION IS THE KEY

As a first timer, nobody will expect you to know your way around a casino like a seasoned professional. However, you should acquaint yourself with at least the basic terminology, rules and practices.

A good way to learn without any fear of embarrassment is to go and try out an online casino for free. Many of them will allow you to try the games out without even needing to give them so much as an email address. This will let you get used to the games and their rules, as well as getting a feel for the games you like best.

WHAT NOT TO WEAR

Forget whatever you have seen in the movies. The James Bond look may seem like a good idea but you are best keeping it smart-casual unless you know the venue has a strict shirt and tie policy.

Check websites as some casinos will allow polo shirts for example and others may only allow button shirts.

TWO'S COMPANY, THREE'S A PARTY

Remember the reason why you are going is to have fun and the best way to have fun is by doing whatever you are doing with friends.

Most casinos have enough things going on to entertain the most demanding individuals so take a few friends to make a real night of it. If love is in the air, casinos are suitable for a first date. Just don't get carried away trying to impress with your James Bond act.



LACOSTE

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LET THE GAMES BEGIN

Despite what you see on TV, roulette is not the only game you can play in a casino. Poker is a hugely popular choice and some casinos have their own dedicated poker rooms away from the bars and slot machines. Take time to learn the house rules as these can change from casino to casino and the last thing you want are surprises.

As a beginner, you are probably best trying the easier games that offer you better odds. Blackjack, sometimes known as 21 is the perfect game to get started and the fact you can play with friends against the house (dealer) makes it that more entertaining even if you loose a few hands before you master it.

Which ever game you play, go with a plan and a limit on what you are willing to stake and lose. Casinos are increasingly becoming a regular night out due to the number of things you can do under one roof before heading out to hit the dancefloor. Some even have their own dancefloors.

If a night out at a casino sounds like some fun to you, The Casino MK located in Xscape is the UK's second Super Casino. There is plenty to do on the casino floor and if you get peckish, you can enjoy a meal at Clary's Bar & Grill or chill out in the ultimate sports bar which showcases live sporting events from around the world.



GREAT BRITISH DESIGN



Each month we strive to review the best on offer from British based brands, both old and new. Older brands are never a problem as their heritage, quality and unique design usually speak for themselves.

New British fashion & accessories brands can be much harder to review as consistency and quality can be hit and miss across the line of products.

This is not the case for FYT & Co, a new contemporary accessories brand that is designing eye-catching and bold pieces for today's youthful personalities.

For their first SS collection, FYT & Co have adopted bold geometric prints that look amazing across their range of backpacks, holdalls, messenger bags, hats and tech cases.

When the weather turns up will, these prints will work wonders with the predicted fashion trends of SS14.

Most of the bags cost between £29.99 and £59.99 which make them very affordable and practical for whichever festival you are heading to this year or even travels abroad. Here are our favourite bags from the SS14 range.





The Bray Backpack is the office favourite. FYT & Co give a modern makeover to the classic backpack design. The removal front pocket doubles up as a iPad/tablet case. Clever design.



Also available in plain canvas, all the Bray backpacks come with a durable PU leather base.



Padded options are also available if you travel with a lot of tech equipment so you don't need to sacrifice style for protection.





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MULBERRY



SUMMER SPECTACLE

DESIGNER EYEWEAR FROM MAUI JIM

Maui Jim set up as a small company back in 1980 selling sunglasses on the beach in Lahaina, Hawaii. Seeing a need in the market for technology that could combat intense glare and harmful UV while bringing the brilliant colours of the island to life, the fledgling company engineered the revolutionary PolarizedPlus® lens.

Since then, Maui Jim has continued to seamlessly blend fashion and functionality with superior quality and customer service and is still the world's only company to protect your eyes with up to nine layers of glare-cutting, UV-eliminating and color-enhancing technology so that you see the world more beautifully.

The rich and vibrant colour you see is the result of using three rare earth elements and other treatments to white-balance the lenses so the colours remain vibrant, pure and true.

The Maui Jim ever-growing range of unisex glasses is guaranteed to fit everyone's individual needs. Fans of retro styling can get a vintage yet contemporary look, while those with active lifestyles will be seamlessly protected throughout all their adventures.

So whether you're looking to update your spring/summer look or need to improve your sight when practicing your favourite sport, look no further than Maui Jim.

The website Mauijim.com makes finding the perfect pair of sunglasses easy by allowing you to narrow down your preferred models using a wide variety of parameters including frame colour or style, lenses and even facial features!

For more information, visit the website or follow @OfficialMauijim on Facebook, Twitter or Pinterest.



Pilot (RRP, £214) These sleek and incredibly light stainless steel aviators offer enduring, high-performance style. The semi-rimless saltwater-safe glasses will be your trusty pilot offering an unobstructed view and superior protection against wind, sun and glare.

Perfect for any outdoor activities and every day wear. The HCL® Bronze lenses in gold are great for the unpredictable British weather that can quickly change from sunny to overcast, and you'll love the warm, subtle bronze tint!



Liana (RRP, £180) These frames make a strong statement with a rounded shape inspired by Andy Warhol, John Lennon, Audrey Hepburn and Grace Kelly. They are designed to soften rectangular or square faces while adding a pop of memorable style, Liana comes in Gloss Black, Matte Black and Sandstone.

Bang on current trend, this style has been spotted on many celebrity faces who are sporting the vintage/90's grunge eyewear trend. In addition, Liana's lenses are made from SuperThin (ST) Glass that is 20% lighter and thinner than conventional glass lenses.



Olowalu (RRP, £254)

The lightest glasses in the Maui Jim portfolio, Olowalu are perfect for sports. Their hinge-less titanium frames combine superior comfort and fit with a flattering unisex design that complements a range of facial shapes.

The MauiPure™ lenses are the world's clearest non-glass lenses and are scratch and impact resistant. This style is so lightweight and durable you'll hardly know they're on!

Maui Cat III (RRP, £161) What makes a classic, classic? Style that transcends time. A tribute to one of our original styles, Maui Cat III rocks a retro look, but features the most advanced glare-fighting technology embedded in the SuperThin(ST) Glass lenses.

The mid-size nylon wrap features wider temples to block light from the sides. Maui Cat III offers guaranteed comfort as well as added coverage and protection against wind and the harmful rays of the sun!



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SWEAT STUDIOS

YOGA WITH NONE OF THE FLUFF

Sweat Studios offers its members exactly that: yoga that gives you a great workout, without the complications. Sweat, which recently opened in The Hub, has already seen over 2,000 people through its doors and is aiming to promote yoga as an excellent exercise choice, while challenging preconceptions at the same time.

The studio is holding an Open Day on Saturday 17 May where you can try free classes (three throughout the day), visit the pop-up Onzie hot yoga clothing shop, meet the team and take a look around the state-of-the-art studios. "There are plenty of stereotypes about what yoga is, the kind of person you need to be in order to do it and, in particular, how flexible you have to be," says Sweat director Kirsty Lowe, "but it ought to be open to everyone, regardless of your skill levels, flexibility or lifestyle. It is a total body workout, great fun and very good for you."

Among the classes offered at Sweat are hot yoga, which is great for burning calories, increasing strength, flexibility and balance and developing muscle tone; stretching classes, to improve flexibility and keep your body supple; and flow classes good for developing upper body strength and providing an opportunity to try a variety of

postures. There will also be pre-natal classes available in the coming months. Classes are available seven days a week, from 7am to 8:30pm. There is a range of membership options available, from pay-as-you-go to pre-paid minutes that can be used for any class during a three month span, to full annual membership, for those looking to take several classes each week. For those keen to go to the Studio during weekdays only, there is also a very favourable off-peak pricing.

Sweat Studios boasts a team of experienced yoga teachers, who can give individual guidance and support all levels of experience. Sweat offers state of the art facilities with classes taking place in bold, brightly coloured studios, luxury changing rooms complete with large individual shower cubicles, personal lockers and hairdryers.

By removing the aspects of yoga that can put people off, Sweat hopes to introduce many more people to it, Kirsty says, "Everyone can benefit from yoga, it is a perfect antidote to the lives we lead today; the downsides of sedentary lifestyles, spending hours hunched over desks, rushing about from place to place and finding it hard to find a moment for ourselves can all be countered by yoga. It really is a real workout for real life"

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because you're waiting for
a hayfever tablet to work

5x faster compared to single active anti-histamine tablets





WIN A WEEKEND BREAK

AT THE NEW TRAVELODGE MANCHESTER FLAGSHIP HOTEL IN PICCADILLY GARDENS

To celebrate the opening of Travelodge's new flagship hotel in Manchester Piccadilly Gardens, we are offering one lucky reader the chance to win a fantastic short break in the cosmopolitan capital of the north west. Manchester is steeped in history and offers a vast range of attractions, some of the best bars & restaurants in the UK and is also a shoppers haven as it is home to hundreds of designer, high street and boutique shops.

This prize includes a two night stay at the new contemporary hotel which is located in the heart of the city centre and has been designed in the new modern Travelodge brand style. The lucky winner will stay in a family room which caters for either two adults and two children or three adults. Each room has an en-suite, a luxurious king size called the Travelodge Dreamer, a flat screen TV, tea & coffee facilities and WiFi - everything you need for a comfortable stay. Breakfast is included too.

Travelodge has over 500 hotels located in all major cities, popular holiday locations and airports. It offers great value and is the smart choice for all your accommodation needs. To win, simply tweet us @TrendLifePR using hashtag #WEEKENDBREAK www.travelodge.co.uk for further information.

Terms and conditions:

Entrants must be 18 years old or over. Prize is for accommodation only and does not include travel. Only one entry per person. The winner is entitled to a two-night stay in a family room at Manchester Piccadilly Travelodge with an evening meal and breakfast. Family rooms are suitable for two adults and two children under 16, or three adults. Reservations can be made by calling the press office on: 01844 358 703. Bookings must be made by 30 September 2014. There are no cash alternatives. All rooms are subject to availability. Employees of Travelodge and any agencies connected with the competition and their families are not eligible to enter. The judge's decision is final and no correspondence will be entered into. The prize is only open to UK residents.



ON YOUR BIKE JENSON

IN SUPPORT OF CANCER RESEARCH UK



The Jenson Button Trust Triathlon with Cancer Research UK is pleased to announce the first wave of brand partners for the 2014 Triathlon.

The event takes place on Saturday July 12th at the fabulous 5 star Luton Hoo Hotel in Bedfordshire.

Brands confirmed include Mobil1, Huub, Rudy Project, CELIA lager and Santander who lend their support to the Triathlon for the third year in succession and remain a key partner for the Triathlon.

On the partnerships Jenson said; "I am really pleased how plans for the 2014 Triathlon are coming together.

A major part of making sure the Triathlon consistently improves as an event for competitors and spectators alike is having passionate brand partners, so it is great to be able name a number of them now." Santander, Mobil1 and Huub have been confirmed as full corporate sponsors with Rudy Project and CELIA lager confirmed as official partners. Further brand sponsors will be announced in the coming weeks.

Now in its third year, the Jenson Button Trust Triathlon is a truly unique event. It combines competition with a relaxed festival atmosphere; it has a true family feel with a buzzing event village, post-race party with prizes presented by Jenson, live music and a barbecue.

1ST PRIZE

£1000

2ND PRIZE

£800

3RD PRIZE

£600

4TH PRIZE

£400



VISIT WWW.JENSONBUTTON.COM FOR MORE INFO ON REGISTERING

ELIMINATOR ROUND: 300M LAKE SWIM, 9KM BIKE, 2.5KM RUN (ALL ENTRANTS) £120
TOP 50 FINAL: 750M LAKE SWIM, 15KM BIKE, 5KM RUN (TOP 50 FROM EACH ELIMINATOR WAVE)
WOODEN SPOON FINAL: 300M LAKE SWIM, 9KM BIKE, 2.5KM RUN (REMAINING ENTRANTS)

The 2014 event will give competitors the chance to race twice, with the preliminary heat consisting of a 300m lake swim, 9km bike ride and 2.5km run.

The top performers will then go on to the final (750m swim, 15km bike ride and 2.5km run) with the runners up entering the 'wooden spoon' race.

Luton Hoo, one of the country's finest five star hotels, is a complete destination and yours to experience and enjoy.

Invited guests of the participants and guests of the hotel are welcome to be spectators of the event however Luton Hoo Hotel, Golf & Spa is a privately owned estate and so will not be open to the general public.



Mission Control

OPENING THE DOOR TO YOUR OWN FUTURE

Sometimes in life, good things come out of adversity. Neil Thompson's decision to leave the agency he had worked at for over a decade and give up the drudgery of hauling his sorry arse down to the big smoke and the trendy Clerkenwell offices before he had a mid life crisis, was the start of this particular tale.

So from a desire to keep things fresh bourn out of his experience, a couple of shiny new Macs bought from the shrapnel raided from his piggy bank, a handful of well used magic markers and some seriously hard graft, Rocket was launched.

The idea for the Northampton based marketing and PR agency first took off from an outpost somewhere deep in the countryside – a converted double garage!

Rocket founder Neil Thompson later discovered a fantastic new mission control for the business, in the shape of a former 'shoe last' factory, overlooking a local park with a wealth of parking which proved the ideal fit!

It has been nearly 13 years since Rocket began its journey and although the business has grown to a team of 13 strong, the mission has remained the same – to deliver commercially focused bottom line driven ideas.

There has never been a grand plan, much to the disappointment of the bank manager. As great people have become available and our clients have required new services the team has grown.

He said: "When Rocket first started off we were just a small team of three working out of an old garage come music studio. It served its purpose well and we had a fantastic 'local' for our more important business meetings. As the word spread and our client base expanded we rapidly needed a new base.

"Here at Rocket we understand tight budgets and have learnt to not always do things conventionally, however we always aim to do things well and deliver an excellent return on a client's investment. "We look at the task in hand from as many angles as we can, which on occasion results in us coming up with some unique and sometimes slightly unusual ideas.

"We then set about really make them work – our success with our wide range of clients reflects that they do. "We deliver based on our collective knowledge and experience. It is about understanding how to communicate using our wide range of services and through a multitude of media and platforms."

Rocket is made up of a creative, passionate team with a mix of expertise. Together this helps create the magic that means Rocket fuels its client's commercial aspirations and exceeds expectations.

Rocket also prides itself on providing a launch pad for up and coming talent offering apprenticeships and internships for creative individuals who want to experience working in a busy marketing agency.

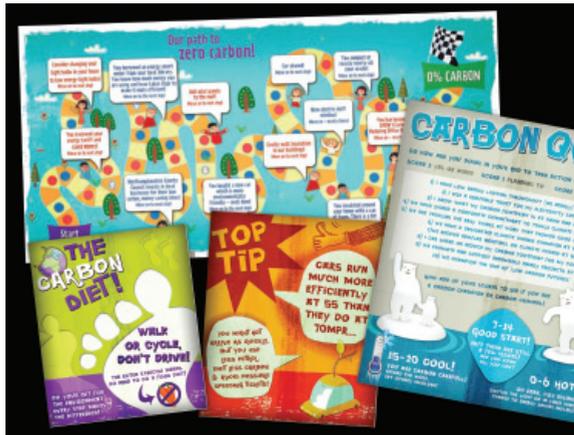
Rocket's latest aspiring apprentices include two students now successfully pursuing their dream to forge careers as graphic and digital designers.

Neil's business partner Ellie Hudson joined Rocket in 2009 and together they have moved the business forward offering an array of marketing and creative services including; branding, PR, social media, packaging, publications and online marketing. Neil said: "Inspired by my father I have always had aspirations of setting up and building my own business, well it was that or becoming an astronaut!

"The business is going through exciting times and we are now continuing to evolve and expand. Our social media offering has really established itself and the addition of filming and video production is really taking off. "When it comes to marketing I love to get people excited about ideas – inspiring clients to step out of their comfort zone now and again. I believe I bring a commercial perspective to this creative environment – that crucial detail has always ensured we stand out from the crowd."

During his career to date Neil has worked for a range of high profile clients including Sony, Royal Doulton, Argos, Homebase, Wickes and T-Mobile.

"Fundamentally it has always been a case of rolling up my sleeves and getting on with the job in hand. Our approach has on occasion been described as Marmite, love it or hate it. Fortunately plenty of people love it and are keeping us really busy!"



ONE IS GAY.

IF THAT BOTHERS PEOPLE,

OUR WORK CONTINUES.

At Stonewall we've campaigned for 25 years for equality. We've had major successes with legalising same-sex marriage, repealing Section 28 and lifting the ban on gay people serving in the forces. But 99% of young gay people still regularly hear homophobic language at school, 100 homophobic hate crimes are reported to police every week and 2.4 million people have witnessed homophobic bullying at work in the last five years. Lots done. Lots to do.

 Stonewall

PRESIDENT'S XI VS VICE CHANCELLOR'S XI

WEDNESDAY 14TH MAY

@ KENILWORTH ROAD

HOME OF LUTON TOWN FC

KICK OFF @ 6PM — £2 ENTRY

ALL PROCEEDS GO TO RAG

AWARD PRESENTATION

@ 8:30PM - 11PM IN THE LOUNGE



ENTERTAINMENT

MUSIC / TELEVISION / RADIO / DVD / GADGETS

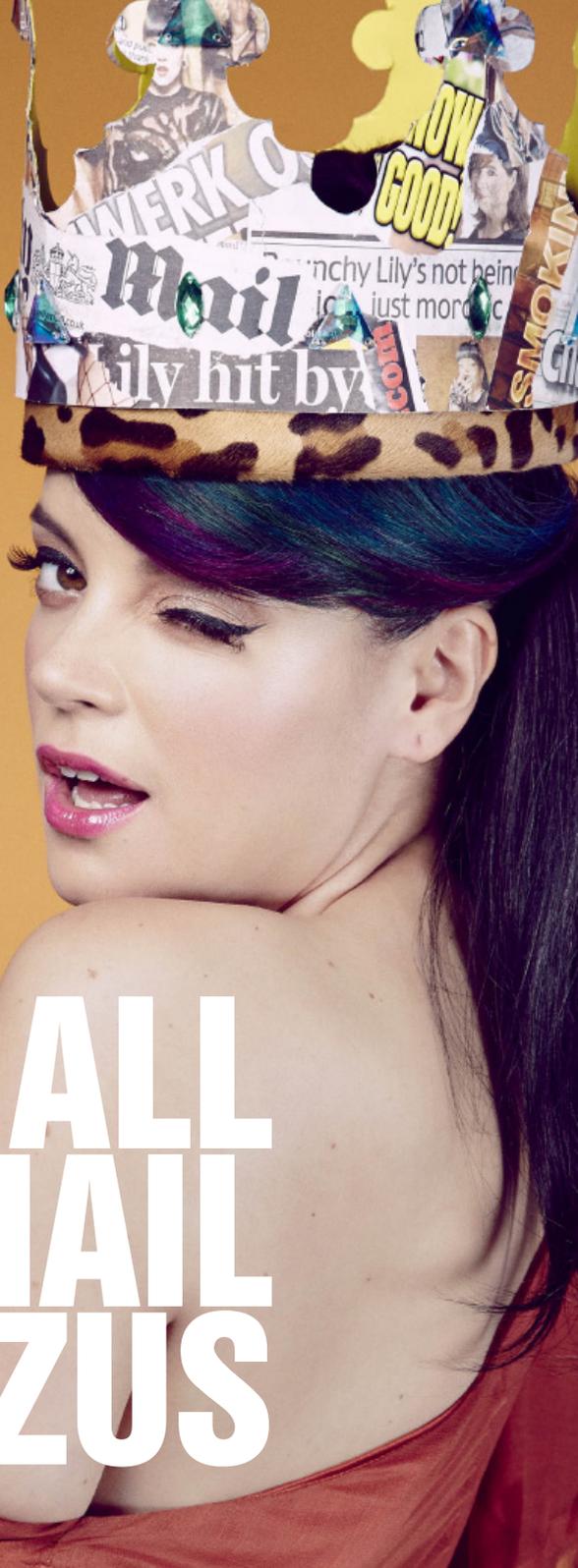


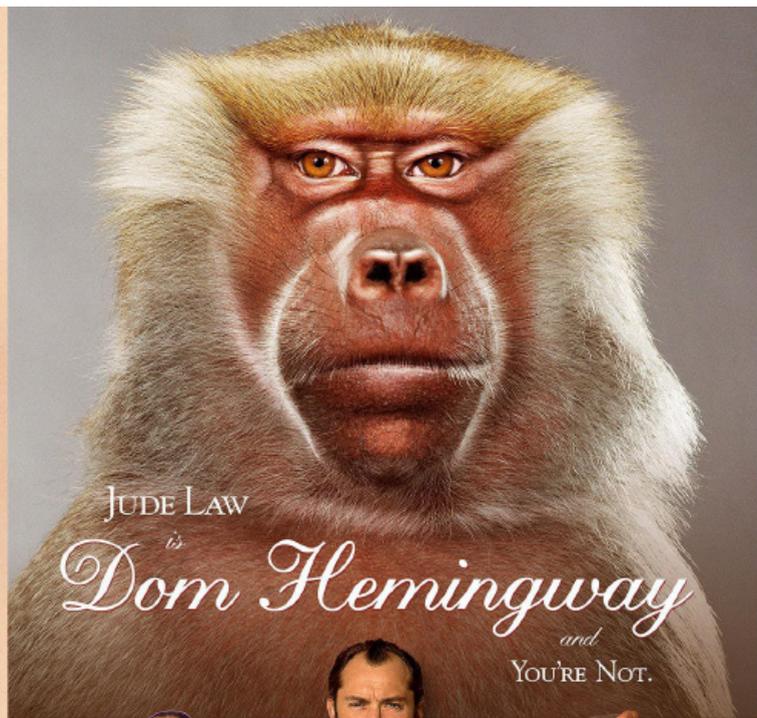
From the moment she ripped apart a good boyfriend's skills as a lover on "Not Fair", it was obvious that Lily Allen prized honesty, even if that honesty was brutal, judgmental, or uncomfortable. She made a name for herself by crafting liveable, memorable pop songs that didn't care if they weren't polite. The flip side of pop-punk, Allen was punk-pop, in attitude if not in music. She has always felt sharpest at her most uncompromising, and that fact is thrown into stark contrast on Allen's latest, Kanye West-referencing record, *Sheezus*, which is at its strongest when it cops to more details and weakens considerably when the London-born singer-songwriter falls back on generalities.

Allen's third record is her first since marrying and having her two daughters, and her husband, Sam Cooper, and her children both play central roles on *Sheezus*. Cooper gets three songs presumably dedicated to him: the cotton candy fluff of "L8 CMMR", the carnival western house of mirrors that is "As Long As I Got You", and the classic '90s R&B of sex jam "Close Your Eyes". Meanwhile, Allen's daughters get referenced on the album's opening title track and are the implicit driving force behind the quarter-life crisis of "Life for Me". The domesticity fits Allen well, as she seems largely pleased to be in her own skin across *Sheezus* and bereft of the anxieties of her earlier albums. And it's actually a bit charming to see a pop star expounding the virtues of a life of monogamy and marriage and children.

But that charm only comes across when Allen is willing to dive into the minutiae of her life. Despite the cheesy, undeniably silly hoedown harmonica synths that make it hard to take "As Long As I Got You" seriously, it's easy to relate to Allen's warm satisfaction in details like "You let me lie in bed when you're doing breakfast with the kids"

ALL HAIL SHEEZUS

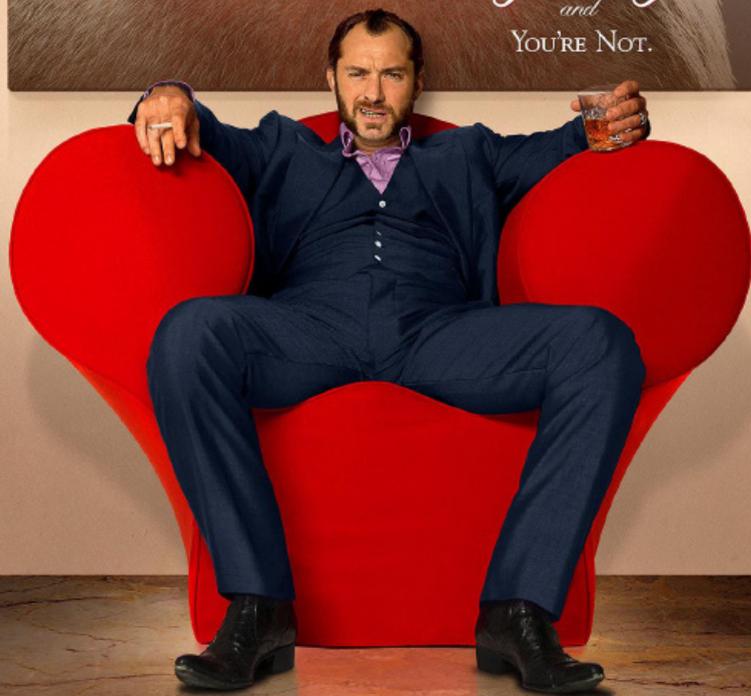




JUDE LAW

is
Dom Hemingway

and
YOU'RE NOT.



IAMDOMHEMINGWAY.COM





| ORANGE | is the new BLACK |



As the third big Netflix original production – after the excellent *House of Cards* and much-hyped *Arrested Development* – *Orange is the New Black* arrives with big shoes to fill. Add to that a great cast and a creative team that includes the top brass behind *Weeds*, and expectations are higher than a maximum security prison wall.

If the series doesn't suck you in immediately, give it some time: *Orange* grows into some seriously binge-worthy TV.

The series follows the middle-class, college-educated Piper Chapman's (Taylor Schilling) entrance into a low-security women's prison – it's based on the memoir of Piper Kerman.

Chapman, now engaged to the almost too nice Larry Bloom (Jason Biggs, proving he still exists and shows some serious acting skills), is in on charges that she transported drug money for an ex-girlfriend (Laura Prepon, *That 70s Show*) ten years earlier.

The show finds its feet as Chapman settles in, and we're introduced to a large cast of inmates. The optimistic wedding planner (Yael Stone), the 'Killer nun' (Beth Fowler), tough Russian, Red (Kate Mulgrew), and the 'junky philosopher' (Natasha Lyonne) all have their own ways of introducing a newbie into prison.

Available to stream from Netflix or on Blu-Ray.
www.amazon.com | **From £28.75**



SUMMER HOLIDAY ESSENTIAL GADGETS

After waiting what seems like an entire lifetime for the sun to come, we Brits seem to lose all common sense when it comes to enjoying ourselves in the hot days of Spring & Summer. When we are not forgetting to apply sun protection, we are misplacing, dropping, splashing and smashing our devices to oblivion.

With a bit of forward thinking, you can avoid water damaged iPads, cracked screens and missing phones. We tested some of the latest gadgets to save your devices from the embarrassment of being spotted on Brits Abroad. Here are our favourites.

OtterBox Defender Series Cases

A leading brand when it comes to mobile device protection, US based OtterBox has been making cases since 1998 for all makes and models. We tested the Defender Series on the iPad Mini and recreated various 'whoops' moments that included a 4ft drop and splashing of water.

While OtterBox don't claim that the case is waterproof, you should be okay during the common 'knocked-over-my-drink'



scenario. The case is made up of a screen protector, polycarbonate inner and silicone outer layer. Despite all that, the combination of iPad and case is still pretty light considering all the protection that is offered.

The Defender is available for most devices will protect your device against drops, dust and scratches. It also comes with a clever stand that attaches to the case to offer even more protection. Getting the case off for the first time will require patience (start bottom up) but as that is the only issue we had, the iPad Mini Defender Series Case gets top marks.

www.otterbox.co.uk | £49.99



SuperTooth DISCO 3 Bluetooth Speaker

In a world filled with Bluetooth speakers it can be hard to stand out. The SuperTooth Disco 3 manages this firstly giving you an option of six colours including an eye catching candy pink, secondly by having a ridiculously long battery life.

The 12w speaker is defiantly shaped and can perch confidently in the centre of a room commanding attention. It's only 546 grams so it's not exactly heavy, but it is one of the bulkier speakers on the market so lacks the portability of a BeeWi.

The sound justifies the size however and the DISCO3 is very loud – certainly loud enough to for a small room or tent. It's not the most bass heavy of speakers and it certainly favours classical and rock music over thundering dubstep drops but it's a good all around performer – especially in gift-giving season (do you really want to arm your niece with a sub woofer?)

The DISCO 3 battery life is beyond amazing. If you're blasting tunes at full volume you'll only get 3-4 hours but if you're a considerate neighbour playing at a moderate level you'll be rewarded with 15 hours of playback time.

www.johnlewis.com | £69.95 | @SuperTooth_Kits



Anker 2nd Gen Astro Pro2 External Battery

It may be large and heavy but that's because the Anker Astro Pro2 packs quite a punch. According to the manufacturer Anker, it can add 130% to 300% of battery life to a tablet, up to 600% to large-capacity phones like the Galaxy S4 and 1,000% of battery life to an iPhone.

The AstroPro 2 has an LCD display that tells you what percentage of power your charger has left. And its three USB ports (it can charge three devices simultaneously) use a technology called PowerIQ that Anker says results in fast charging.

www.ianker.com | £59.99 | @Ankerofficial





Summer Calvin Harris

As most of us are still getting used to Spring, Calvin Harris is already thinking about the following season: "Summer," the Scottish producer's jubilant new solo single, has been released online after being teased for days with various snippets. You can see Calvin Harris at the Capital FM Summertime Ball alongside Jessie J, David Guetta, Ed Sheeran and many more acts.



#OnTheRun

Ten Feet Tall Afrojack featuring Wrabel

Following "The Spark" as Afrojack's sophomore single, the tone for his long-awaited album is seemingly shaping up as its May release date approaches. Taking cues from indie vocalists — first with Spree Wilson, now with Wrabel — and flavors from pop and dance music, another layer to van de Wall's production capabilities unveils.



BASED ON THE WORLDWIDE BESTSELLER



WHAT MAKES YOU DIFFERENT MAKES YOU DANGEROUS

DIVERGENT

SUMMIT ENTERTAINMENT PRESENTS A NEW LINE ENTERTAINMENT PRODUCTION A NEIL BURGER FILM "DIVERGENT" STARRING JOHANNA WOODLEY, THEO JUNG, AND SHILOH JOEL JAPANESE WITH BOY SHAPIRO, ZOE LESTER-JONES, TILLY HINES, TONY DANIEL, MARGO O'BRIEN, AND KATE WINKLE
EXECUTIVE PRODUCERS PHILIP VITELLO, GUY AND VERA KOPPELSON PRODUCED BY JONAS ROSE AND JONAS ROSE WRITTEN BY JONAS ROSE DIRECTED BY NEIL BURGER
CASTING BY JONAS ROSE COSTUME DESIGNER JONAS ROSE EDITOR JONAS ROSE EXECUTIVE PRODUCERS PHILIP VITELLO, GUY AND VERA KOPPELSON PRODUCED BY JONAS ROSE AND JONAS ROSE WRITTEN BY JONAS ROSE DIRECTED BY NEIL BURGER
3.21.14

IN THEATERS AND IMAX



FEELING BLUE?

MOYES UNDER FIRE AFTER CHAMPIONS LEAGUE EXIT

In a torrid first season as Manchester United manager, the one ray of light had been the Champions League. It also promised to be the competition that could bring him some salvation, both in terms of morale and keeping some semblance of hope alive to make it back into the competition next season.

That was all shattered after what must rank as one of United's worst ever performances in Europe. A 2-0 defeat to Olympiakos and more importantly, the shambolic nature of it was Moyes's latest faux pas in the Old Trafford hot seat and brought rumours that it could prove to be the final straw for United's owners.

The club has denied reports that the former Everton manager was set to be sacked following on from the defeat, however the bookmakers are not taking any chances and have made him a clear favourite to be the next Premier League manager to bite the dust.

Given the faith that continues to be shown in Moyes by the club's hierarchy against all evidence on the pitch, it remains highly unlikely that there is any depth to which United could sink that would precipitate his departure this campaign, or indeed before the start of next season. Yet, the subject of Moyes's potential replacement is surely one now worth considering and could well be a topic now for United's board room.



SOCCER LEAGUE UK TOURNAMENTS 2014

Saturday 17 May 2014 #RoadToMKDons Round 1

Sunday 18 May 2014 #RoadToMKDons Round 2

Tuesday 27 May 2014 #RoadToMKDons Finals [StadiumMK]

Sunday 1 June 2014 7-A-Side National Championship 2014

Sunday 3 August 2014 6-A-Side Mini World Cup 2014

Spain Tour 2014 Call us for more information

For more information on our prices/venues/tournaments please contact us ASAP as we have very limited spaces. **Special offers if you enter more than one tournament.**



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Let's start with the affordable shall we? Citroën's massively popular DS3 recently had its roof chopped off. It keeps all the stylish looks but gives you that drop top, open air motoring feel. In basic DSign trim, with the 1.2 three cylinder petrol engine it can be yours for £15,700!

SUMMER'S FINEST

ADAM TUDOR-LANES'S FIVE CARS OF SUMMER 14

If you want something a little smaller than the DS3 but again with chic and funky looks then the Fiat 500C is worth noting. A perfectly proportioned city car makes it easy to manoeuvre and park around town. The entry level 1.2 POP will set you back a rather cheap £13,160.



Next up is more of a driver's car. Rear wheel drive, the MX-5 has long been regarded as a great sports car! Whether you opt for the Soft Top or the Hard topped Roadster Coupe you get the full topless convertible experience. In basic trim with the 1.8 litre Petrol engine you can pick one up brand new for £18,495.



Now please bear with me on this choice! Yes it's only got three wheels, yes I know it doesn't have a roof...at all, and yes it looks like it's from the 1930's. But until you have driven one don't judge! They are an absolute hoot to drive, real old school back to basics motoring but I can guarantee you will have a huge smile on your face the whole time! An entry level, hand built three wheeler will cost you £31,140.



This is more the poser value and money no object option.

But to put it simply THE convertible to be seen in is Jaguar's stunning F-Type! Lots of looks and jealousy will come your way, guaranteed. The V6S is the one to opt for, it's perfectly balanced with regard to power and handling. Only downside is the £67,520 starting price.



A photograph of the Tower Bridge in London, viewed from a low angle on a paved walkway. The bridge's two towers and suspension cables are prominent against a clear blue sky. In the foreground, a portion of a red car is visible on the right side.

ELECTRIC BLUES

HITTING THE RIGHT NOTE

By Adam Tudor-Lane | @car_witter

BMW first showed off the i3 concept back in 2011 at the Frankfurt Motor Show, it was at an advanced stage but looked nothing like any BMW had before. Low and behold it's now available to order and sitting in showrooms.

Powered by a 130 KW electric motor making 170 HP and 250 Nm of torque it accelerates to 37 MPH in just 3.7 seconds, 0-62 takes 7.2. On a full charge you can expect 80-100 miles of driving. In fact the i3 is quicker to 30 MPH than a V8 BMW M3! Oh, and its also rear wheel drive like an M3. Our test car was kitted out with just under £6k of extras, bringing the final price up to a heady £35,945.

The i3 is one of those special cars, it has gone from design, to concept, to production with barely any changes. It looks stunning, fresh, modern, a new phase in BMW's somewhat stayed and generic design house.

Up front the tell-tale kidney grille floats over the lip of the bonnet, inner edges coloured by the bright turquoise blue hue that signifies BMW's i range.





Along the side of the i3 you only see one door handle, the back doors have an internal one and are rear hinged – suicide style.

Some could say the design is a little fussy and over complicated, but it looks as though it has jumped straight off of the designer's sketchpad, it's brave, bold and modern. For those reasons alone I love it. Gone are the days of slow electric cars, this thing flies. Push your foot to the floor and you out accelerate pretty much everything from a standing start. It's great for 'optimising' gaps in traffic at junctions or roundabouts.

Under hard acceleration you can get some wheel spin on damp roads due to all that torque, but the ESP cuts in and sorts it out straight away. BMW have constructed the i3 largely from Carbon Fibre Reinforced Plastic, the whole passenger cell is one unit.

Below the main body is a separate chassis, this holds the batteries making for a very low centre of gravity. Through corners there is very little body roll, it feels nimble and darty in part thanks to the quick steering rack.

Ride is very firm though, even on well-kept roads you feel how hardly sprung the i3 is. Small imperfections reverberate through the chassis and into the cabin. But this hard setup gives it a sporting feel that you simply don't expect from such a car.

Power delivery is superb, no gear changes mean a seamless supply of torque. Its gearless setup makes it a dream to drive around town, especially in stop start traffic. As you let off the accelerator you can feel the regenerative braking kick in, most of the time you can approach a junction without even braking! It further adds to the effortless driving experience.

Inside is where BMW have really done the car justice. A low dash made from Kenaf fibres (a plant that grows fully in just 100 days) gives way to a large windscreen, giving a superb view of the road ahead. Two floating screens display all you need to know.



No cluttered binnacles or dial hoods here. It makes pretty much every other car on the market today look decidedly old fashioned!

Access to the rear seats is uninhibited thanks to the absence of a B pillar, the rear doors can only be opened in conjunction with the front ones – this could be a problem for some people.

Rear seat headroom is acceptable, whilst leg room is somewhat cramped if you have a regular sized driver up front. The front seats are very modern, the built in headrests give them a sporty look. They are rather flat though and you seem to sit on them, rather than in them. Given the i3's surprisingly sporty handling and acceleration, something a little more gripping would be good.

Another added bonus is that BMW actually SELL YOU the batteries with the car, finally no nasty monthly battery leasing cost! The Li-Ion batteries are warrantied for 100,000 miles and up to 8 years, very impressive for a manufacturer to back their battery tech in this way. It has also been said the batteries will last the lifetime of the vehicle.

BMW have shown that they don't have to bring out bland looking, increasingly generic saloons. The i3 shows that different is good! At £25,680 (after the £5k government rebate) it is pricey for what is essentially a small hatchback, but good looks and cutting edge tech have always carried a premium.

We would like to thank Lancaster BMW Milton Keynes for the loan of the BMW i3. Northfield Drive, Northfield, Milton Keynes, MK15 0DQ



JAGUAR

F-TYPE

**AT £699 PER MONTH,
IT'S YOUR TURN.**



Every Jaguar is designed to deliver a driving experience that is intuitive, instinctive and alive. This is embodied by the new Jaguar F-TYPE. With a supercharged engine, and distinctive good looks, it is pure passion, performance and beauty in one. The F-TYPE is now available from £699 per month from Stratstone.

For a personalised quotation or to book your test drive contact Stratstone today on 01908 694466

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HOW ALIVE ARE YOU?

Official fuel economy figures for the Jaguar F-TYPE in MPG (l/100km): Urban 17.8-22.4 (15.9-12.6); Extra Urban 34.0-40.9 (8.3-6.9); Combined 25.5-31.4 (11.1-9.0). CO₂ Emissions 259-209g/km.

The figures provided are as a result of official manufacturer's tests in accordance with EU legislation. A vehicle's actual fuel consumption may differ from that achieved in such tests and these figures are for comparative purposes only. We can introduce you to a limited number of lenders to provide funding for your vehicle. They may incentivise us for introducing you to them. Jaguar Privilege agreement for F-TYPE 3.0 Supercharged V6 Auto (my13) registered from 01/07/13. Contract mileage of 10,000 per annum and an excess mileage charge of 12.0p (per mile). Further charges may apply subject to vehicle condition and mileage if you return the vehicle at the end of the agreement. *Payable with Option to Purchase Payment. Model shown for illustration purposes only. All details correct at time of publication and are subject to being withdrawn or changed without notice. Finance subject to status. Guarantees may be required. Not to be used in conjunction with any other offer. Subject to availability. Test drive subject to applicant status and availability. Finance provided by Jaguar Cars Finance, LS27 0WU. Pendragon Premier Limited, Loxley House, 2 Oakwood Court, Little Oak Drive, Annesley, Nottingham, NG15 0DR.

F-TYPE 3.0 Supercharged V6 (MY13)

REPRESENTATIVE EXAMPLE

36 Monthly Payments of	£699.00
Customer Deposit	£14,999.00
Term of Agreement	37 Months
On The Road Cash Price	£58,520.00
Total Amount of Credit	£43,521.00
Interest Charges	£5,719.33
Option to Purchase Fee*	£295
Option to Purchase Payment - G.M.F.V (Guaranteed Minimum Future Value)	£24,076.33
Total Amount Payable	£64,534.33
Fixed Rate of Interest	5.59%

Representative 5.9% APR

AT THE END OF THE FINANCE AGREEMENT YOU HAVE
3 OPTIONS: 1 - RENEW 2 - RETAIN 3 - RETURN

Stratstone
quality with style





CAN YOU BEAT JENSON?

JENSON BUTTON TRUST TRIATHLON SUPPORTING CANCER RESEARCH UK

Saturday 12th July, 2014

Luton Hoo Estate

Take on F1 star Jenson Button in his unique two-round triathlon. Sign up to a great day out with friends and family, and enjoy a gourmet barbeque with live music into the evening!

For more information and corporate packages, contact jensonbuttontrust@cancer.org.uk or +44 (0)20 3469 5490

jensonbutton.com/trust

The Jenson Button Trust is supporting Cancer Research UK. Cancer Research UK is a registered charity in England and Wales (1089464), Scotland (SC041666) and the Isle of Man (1103).



THE JENSON
BUTTON TRUST
TRIATHLON



Supporting

CANCER
RESEARCH
UK