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LUXURY FASHION ONLINE

## STYLEBOP.com KICKS OFF CASH & ROCKET 2015 TOUR WITH GALA DINNER & CHARITY AUCTION

May 15 2015

(LONDON) – The Cash & Rocket 2015 tour formally commenced on Thursday night with a dazzling champagne reception and gala dinner at the iconic Dorchester Hotel. Some of the city’s most prominent businesspeople and philanthropists were in attendance, joining high profile guests including Arizona Muse, Natalie Imbruglia, Ashley Graham, and Chloe Green, to celebrate the launch of the tour, now in its fourth year.

A fleet of red luxury automobiles to be driven during the tour, the STYLEBOP.com Rolls-Royce Phantom Drophead Coupé, was on view to the evening’s guests and stationed on its own red carpet just outside of the hotel.

Following the reception, Cash & Rocket founder and CEO Julie Bangstrup spoke to guests during the dinner along with representatives from Cash & Rocket’s three 2015 charity partners: OAfrica, Shine On Sierra Leone, and Sumbandila.

After dinner, guests danced and British rapper Labrynth performed to a rapt crowd. A grand auction allowing guests the opportunity to bid on a one-of-a-kind Aston Martin customized by Valentino capped off the evening’s festivities. The winning bid raised a total of £420,000 through a surprise double bid.

Since its beginnings, the Cash & Rocket Fund Racing Tour has attracted some of the most dynamic women from the fields of art, fashion, media, philanthropy, and business, and this year’s line-up proves no exception.

Starting Friday, May 15, 70 of these women, including STYLEBOP.com team members Leila Yavari, Arizona Muse, Elena Perminova, and Anna Cleveland will drive through London, Paris, Milan, Lyon, and Cannes, hosting luxury car viewings in picturesque locations along the route and exclusive evening fundraising events in the cities.