

Kellogg's and M&S Join Forces To Sell The Special K Red Dress



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Kellogg's has signed a deal with Marks & Spencer to create the first ever Special K red dress to go on sale to the general public.

The dress will be available in M&S stores and online from the end of March and is a unique agreement for both UK brands.

The advertisement features a light blue background with a woman in a red dress swinging on a swing set. The text on the left reads: 'The Special K red dress from M&S'. Below this, it says: 'Springtime's brighter, warmer days mean lighter, more revealing clothes! Now you can look and feel great in your Special K spring dress from Marks and Spencer.' A second paragraph states: 'We get hundreds of requests each year asking where you can buy the Special K red dress. That's why we've partnered with high street favourite Marks and Spencer to produce a Special K red dress, available at participating Marks and Spencer stores and online.' There are two red buttons: 'Buy the Special K red dress' and 'Enter the competition'. A 'GLAMOUR.COM' logo is also present, with a note: 'Fashion advice from GLAMOUR.COM with tips for this season'. The M&S logo is in the bottom right corner.

Special K, which is the largest cereal brand in the UK with sales of £120 million, is famous for its iconic advertising featuring the 'Special K girl' dressed in red.

The venture into fashion by Special K, which celebrated its 50th anniversary last year, is a commercial first for the brand which is targeted at shape watching women.

Greg Peterson, managing director, Kellogg's UK Marketing & Sales, explained: "Special K consumers have been asking us for years where they can buy the dresses featured in our advertising and this partnership with M&S has given us the opportunity to finally be able to offer women the chance to do so.

"The marriage between Special K and fashion is a natural fit - linking up with M&S has given both brands a unique commercial opportunity to join forces to meet the needs of both our consumers."

M&S announced in November last year that it was to roll out plans to stock branded FMCG goods at its stores nationwide - including Kellogg's Special K.

A spokesperson from M&S said: "The M&S red dress is an extremely versatile summer essential which can be dressed up or down and is sure to flatter any figure. The Special K dress has become a fashion icon in its own right so we are proud to be the first retailer to offer this famous dress to customers."

The Special K red dress at M&S is featured on pack and is worn by the Special K girl in the cereal's latest £3m "Love Your Summer Shape" advertising campaign and will be available at selected stores throughout the UK and online.

About the Kellogg company:

Since William Keith Kellogg filed the papers that officially incorporated the Battle Creek Toasted Corn Flakes Company on 19th Feb 1906, the Kellogg Company has been driven by the philosophy that an improved, balanced diet, starting with a [healthy breakfast](#), leads to improved health.

The Kellogg Company is now the most successful cereal manufacturer in the world and offers [nutrition advice](#) and tips as well as a [BMI calculator](#).

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