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**Topman to sponsor Best Dressed category at the Shockwaves NME Music Awards 2008**

*Topman, a British based leader in cutting edge men's fashion, is sponsoring the Best Dressed category at the Shockwaves NME Music Awards 2008 and supporting Shockwaves NME Awards Tour*

**/24-7PressRelease/** - January 20, 2008 - Topman, a British based leader in cutting edge men's fashion is solidifying its links with the music industry by sponsoring the Best Dressed category at the NME Music Awards 2008.

[Topman](#) has a reputation for supporting young British talent both in music and fashion, and with the upcoming Shockwaves NME Awards 2008, held at London's O2 at the end of February, the [mens clothing](#) retailer will further associate its brand with the music featured in NME.

Topman should already be familiar to most NME readers as its diverse range of clothing includes everything needed to emulate the look of the magazine's featured artists, selling everything from [skinny jeans](#), as made popular by the Strokes, to [mens waistcoats](#), as favoured by The Killers and Panic At the Disco.

In addition to sponsoring the Best Dressed category, Topman are also supporting the accompanying Shockwaves NME Awards Tour 2008, consisting of 19 cities across the UK from the end of January through February. The annual tour is well-known for showcasing rising artists and previous tours have included the Killers, Arctic Monkeys and Franz Ferdinand. This year's bill consists of The Cribs, Joe Lean & The Jing Jang Jong, Does It Offend You Yeah? and The Ting Tings. Tickets for the tour have proven to be very popular, but for those unable to buy tickets, the Topman website will be running a competition to win free tickets.

To help promote the tour, Topman are doing national instore promotions across January and February that will include a two hour DJ set by Does It Offend You Yeah? at selected stores. In addition shoppers can get a free iPod pouch and tour poster with a spend of 50 or over instore.

Keen followers of fashion can also visit [Topman.com](#) to read TopmanZine - an online magazine about men's fashion trends, inspiration and style, which offers news and feature articles about up and coming fashion events, music events, and clothing tips.

**About Topman**

Topman offers the latest in men's fashion, encompassing a range of styles to suit every shopper. Topman's extensive collection embraces everything from the latest fashion trends to classic pieces, and extends to footwear, accessories and formal wear. Topman also provide the simplest way to search for and buy men's clothing, placing it among the leading fashion retailers in the UK market.

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