

# Glazer's designer bear helps The Ritz London fly the flag for charity.



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**Glazer have created a unique version of Asia's famous Qee (pronounced 'Key') bear for The Ritz London's contribution to Excellence International's next Met' Art charity auction in Japan (in support of victims of the recent earthquake and tsunami).**

These limited edition designer toy bears have become symbols of Asian creativity and are highly collectible with many designers and celebrities creating their own individual designs.

The Ritz bear, named BRitz, champions the hotel's five star stature internationally as a quintessential British icon, being the only five star hotel to be privately owned by a British family in London.

Jonathan Wybrow, Creative Director of Glazer who worked pro bono for their existing client, says 'We're delighted to have been asked by The Ritz to customise this bear for auction and proud to fly the flag for such an important cause'.

The design represents all the quality for which The Ritz stands worldwide.

The auction of customised bears will take place at the Roppongi Hills Club in Tokyo (June 10) and is hosted by Excellence International and the Leading Hotels of the world of which The Ritz is a prominent member.

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**Notes to the Editor:**

**The Ritz London:**

For over a century, The Ritz has been the benchmark by which other hotels are measured. Perfectly located in a landmark position in the heart of London's West End, the iconic hotel has long been the hotel of choice for Royalty and aristocracy, dignitaries and countless other discerning guests. Following refurbishment it is sparklingly renewed though still retains the luxurious Louis XVI style interiors, meticulous service and the exquisite bar and restaurants for which The Ritz name is synonymous.

**Glazer:**

Established in 1991, Glazer is an independent Brand and Design Consultancy company based in London with a proven track record for creating effective branding solutions for a diverse range of local and international clients. Our design and consultancy work helps our clients to positively influence and transform their businesses and, in turn, their markets. We believe in working closely with a client to produce tailored design solutions based on the specifics of each brief.