

BRITISH HEART FOUNDATION



The British Heart Foundation is the nation's heart charity whose vision is to have a world where people don't die prematurely from heart disease. They want to achieve this through pioneering research, vital prevention activity and ensuring quality care and support for everyone living with heart disease.

Serge DeNimes are now working with this incredible charity on lots of exciting projects and events, while continually helping to spread awareness.

The first project we did with the British Heart Foundation was their extraordinary Tunnel of Love fashion and art party. With a 1920s twist, this year's Tunnel of Love was the unmissable fundraising party of the year; Proud Camden was bursting with swinging entertainment, original games, luxury prizes, glamorous guests and thirty limited edition Serge DeNimes T-Shirts (see below left). As well as a one off Boy Running T-Shirt (see below right) up for auction.



The evening was a huge success and British Heart Foundation raised over £100,000 for their Mending Broken Hearts Appeal. All of the proceeds from Tunnel of Love will support the Mending Broken Hearts Appeal.