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Press Release

THE OFFICIAL **DOCTOR WHO SCARF** ON SALE THROUGH
WWW.LOVARZI.CO.UK , WWW.BBCSHOP.COM, FORBIDDEN PLANET
AND WWW.AMAZON.CO.UK

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The official BBC Doctor Who Scarf, made by scarves specialists, Lovarzi, has been released now.

Armed with only a sonic screwdriver and an open mind, the Fourth Doctor battled Daleks, Cybermen, renegade Time Lords, Sontarans – and even the Loch Ness Monster. Now you, too, can travel through time and space (and relative dimension) in style!

This stunning scarf stays true to the onscreen icon that all Doctor Who fans have been begging for since its debut in 1974's *Robot*. It's perfect for fans old and new, collectors and cosplayers.

Tom Baker actually wore scarves varying in length throughout his seven-year tenure as the Doctor – a shorter one for action sequences, and one that was 24ft, three times his own

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height – but Lovarzi's is modelled on the most recognisable and iconic one, measuring 13ft/ 3.96m – including tassels – in length and 10" (28cm) wide.

The Fourth Doctor's Scarf, over 30 years and seven Doctors later, is as synonymous with the world's longest-running sci-fi show as the TARDIS and the Daleks.

Supposedly knitted for the Doctor by "witty little knitter," Madame Nostradamus, the scarf actually began life when Begonia Pope received the commission from costume designer, James Acheson. Acheson had been inspired by Henri de Toulouse Lautrec's painting of his black coat and long scarf-wearing friend, Aristide Bruant, and bought a mass of multi-coloured wool. Pope proceeded to use it all and the cast and crew fell in love with the idea of the Doctor having an absurdly-long scarf.

Though the "irreplaceable" scarf was damaged in Baker's second story, *The Ark in Space*, he did, indeed, acquire a replacement, which serves him well up until his regeneration in 1981... after which the Fifth Doctor (played by Peter Davison) unravelled it in the TARDIS!

Maninder Singh Sahota, Director of Lovarzi, says: "We feel proud to be working with the BBC to create such a wonderful product. We've worked hard to deliver the best-ever Doctor Who scarf; we're sure Doctor Who fans will absolutely love to own one."

Alex Carter-Jones from Forbidden Planet says "Forbidden Planet are thrilled to be stocking the replica 4th Doctor's Scarf from Lovarzi. The fan response has already been very enthusiastic and we are confident that this will be one of our key Christmas items. It only begs the question - Why has no one done it before?"

With the new series starring Matt Smith as the titular Time Lord airing internationally, a new companion played by Jenna-Louise Coleman joining at Christmas, and the show celebrating its 50th anniversary next year, the only officially licensed BBC Doctor Who Scarf is perfect for all Whovians - universally!

The Scarf, priced £49.99, is available from retailers including www.lovarzi.co.uk, Forbidden Planet, www.bbcshop.com and Amazon UK.

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For more information please contact: Maninder Sahota, Lovarzi , enquiry@lovarzi.co.uk

NOTES TO EDITORS

Lovarzi

Set up in 2007, Lovarzi is the UK's leading online scarves brand, offering the best quality and most comprehensive range of scarves, shawls and gloves. The company ships worldwide – while offering free delivery within the UK – and were the Top Christmas Seller on Amazon UK for 2010.

To find out more, call Lovarzi on 08456529519 or email enquiry@lovarzi.co.uk.