



MADAME TUSSAUDS UNVEILS LADY GAGA

IN HEAD-TURNING TELEPHONE STYLE

9th December 2010. Weeks of speculation about the new Lady Gaga figure at Madame Tussauds London ended at 9.00am GMT when the world famous attraction dramatically unveiled the international superstar wearing a show-stopping Philip Treacy telephone hat.

In the most ambitious figure launch in Madame Tussauds history, London today joins seven other attractions (New York, Las Vegas, Hollywood, Amsterdam, Berlin, Shanghai and Hong Kong) around the world revealing new Lady Gaga figures. Each attraction has depicted the fashion icon in a totally different style and details about which city is getting which outfit were kept a closely guarded secret until the moment they were revealed. London kept the suspense going until the last second, teasing a specially invited audience of fans with projections of the eight possible styles before finally revealing the head turning telephone style figure.

The figure is featured standing centre stage in the interactive music zone. She wears the gigantic Philip Treacy telephone hat she sported on Friday Night with Jonathan Ross in March 2010, recreated especially for the attraction by the world famous milliner. The unique headpiece is teamed with the custom-made Giorgio Armani Privé midnight blue outfit, featuring a double-breasted jacket with wide lapels, pagoda-style shoulders, flared trousers and towering heels.

The first of Gaga's "little monsters" to see the figure today were delighted by the outfit choice. Melissa Ducheny and Lila Lupentin, London based students from the US were extremely excited to see the figure revealed. "I hoped it would be the telephone outfit," said Melissa. "The pose is classic, iconic Gaga and totally lived up to expectations" added Lila.

"The demand to include Lady Gaga has been overwhelming and we are more than happy to oblige," commented Madame Tussauds London's General Manager, Edward Fuller. "It's been quite a challenge to keep details of eight figure launches top secret but the fans certainly seem to have enjoyed the intrigue. We are delighted to have been able to work with Philip Treacy to ensure the look is spot on and look forward to seeing the other styles at our sister attractions as they go public across the day."

As well as stepping up on stage with their heroine, guests to the attraction will be able to indulge in some additional interactive Gaga fun, posing alongside the figure in an array of outlandish Gaga style accessories, from the obligatory big shades to wigs.

The eight styles are:

- **Lady in Lace – yet to be revealed**– Alex Noble lace body stocking and Philip Treacy face mask topped off with Marie Antoinette style ‘fro. As seen at The Brit Awards 2010
- **Telephone revealed at Madame Tussauds London at 09.00 GMT** – The figure is featured standing centre stage in the interactive music zone. She wears the gigantic Philip Treacy telephone hat she sported on Friday Night with Jonathan Ross in March 2010, recreated especially for the attraction by the world famous milliner. The unique headpiece is teamed with the custom-made Giorgio Armani Privé midnight blue outfit, featuring a double-breasted jacket with wide lapels, pagoda-style shoulders, flared trousers and towering heels.
- **Harlequin revealed at Madame Tussauds Hong Kong at 08.00 GMT** – Black Marjan Pejovski Body suit with oversized black neck ruff and sleek, super straight platinum hair. As seen at Grand Intercontinental Hotel Seoul, South Korea
- **Kinky Boots – yet to be revealed**– Black satin body suit, leather belt and a Bruno Pieters silk jacket cut away to reveal black lace bra, quirky “disc” hat and thigh high black boots. As worn at the Hakkasan restaurant, London in April 2009.
www.brunopieters.com/
- **Mini Mouse – yet to be revealed** – Off one shoulder black latex body suit with long straight hair topped off with “mini mouse” style bows. As seen at the BBC Radio 1 studios, London
- **Hair Hat – yet to be revealed**– Gaga’s own blonde locks splayed out into a huge sunhat teamed with black ruched mesh dress" by OLIMA. www.olimaatelier.com As seen at the Consumer Electronics Show, Las Vegas
- **Wired “wing” dress with lightning “eye” revealed at Madame Tussauds Shanghai at 08.00 GMT** - Short black Orschel-Read trousers with black top, thigh high patent boots and black lightning stripe make up over one eye as worn on the Wetten Dass..? game show, Germany in November 2009 www.orschel-read.com
- **Big Hair revealed at Madame Tussauds Amsterdam at 08.00 GMT** – Towering purple hair piece atop waist length platinum locks, with nude Maison Martin Margiela bodysuit, white blazer and huge platforms. As seen outside Phoenix Hotel, Copenhagen, Denmark, July 2009

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Notes to Editors:

- Prices to Madame Tussauds are from £14.00 for adults and children (4-15 inclusive) when you pre-book at www.madametussauds.com/london. Priority access tickets can also be booked on 0871 894 3000.
- Madame Tussauds Studios London has been making wax figures for over 150 years. Each masterpiece takes four months, and a team of 20 dedicated sculptors, to create. Over 500 precise body measurements are referenced, real head hairs are inserted one by one, and countless layers of paints and tints are applied to build up skin tones - all to achieve the kind of astonishing realism that has kept Madame Tussauds world renowned for over two centuries.
- Madame Tussauds has attractions in London, Hollywood, New York, Las Vegas, Washington D.C., Amsterdam, Berlin, Hong Kong and Shanghai with interactive figures and experiences built around fame and celebrity. In London, guests can get up close and personal with incredibly lifelike replicas of 21st century stars like Dame Helen Mirren, Cheryl Cole and Russell Brand, brave the scariest Chamber Of Horrors yet, complete with actors as bloodthirsty serial killers and take a time-travelling taxi ride through 400 years of amazing London history.
- **MERLIN ENTERTAINMENTS GROUP** is the leading name in location based, family entertainment, and has seen the most successful and dynamic growth of any company in the sector over the last five years. The world's second largest visitor attraction operator, Merlin has 59 attractions and six hotels/ 2 holiday villages in 13 countries and across 3 continents. The company aims to deliver memorable and rewarding experiences to its 35 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and 13,500 employees. Merlin Entertainments operates the following attractions – SEA LIFE, Madame Tussauds, LEGOLAND, The Merlin Entertainments London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, Thorpe Park, Chessington World of Adventures and Zoo, Underwater Adventures, Heide Park and Earth Explorer.