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Grecotel Cape Sounio a Part of Groundbreaking Fashion Event



N.Daskalantonakis Group—Grecotel and Cape Sounio, Grecotel Exclusive Resort, were honoured to have hosted Mary Katrantzou's pre-show cocktail at Cape Sounio for the ELPIDA charity and been hospitality sponsors. On the 3rd of October, the designer staged a groundbreaking show at the Temple of Poseidon, marking the end of her brand's 10-year anniversary celebrations. She is the first fashion designer to put on a show at the world-famous monument, an extremely difficult achievement due to strict regulations.

Celebrating its 30 years, the event was entirely dedicated to raising funds through ticket sales and charitable donations towards ELPIDA Association of Friends of Children with Cancer.

Marianna V. Vardinoyannis, as the Founder and President of ELPIDA and also a Goodwill Ambassador of UNESCO as well as of other important foundations and associations, is one of the most reputable women in Europe with an extensive record of humanitarian work.

Towering 70 metres above the Aegean Sea on a rugged cliff, the Temple of Poseidon is one of the world's most majestic locations. Due to the restrictive nature of the location, the guest capacity was 250 people, making this event a rare and exclusive experience. 100 members of the international press and VIPs were invited to attend and cover the event globally. This rare cultural encounter not only highlighted the beauty of Greece but also brought together leading personalities from the Arts and science at the birth place of Western Civilization.

Cape Sounio, Grecotel Exclusive Resort, located by the Temple of Poseidon, proudly supported the effort that aimed to highlight Greece for its incredible cultural heritage and focus on the Athens Riviera as a destination when visiting Greece. Amphitheatrically arranged terracotta-coloured bungalows blend into the idyllic landscape of private beaches and views of the Temple of Poseidon, making Grecotel Cape Sounio the perfect place to celebrate this mark in fashion history.

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