

MILLIE MACKINTOSH MAKES OVER HOLLYWOOD'S FAVOURITE LEADING LADIES

From the small screen to the big screen - the former *Made In Chelsea* star puts her own spin on four of films' most iconic morning scenes

- TV personality Millie Mackintosh revamps four of the most iconic morning scenes in film, as voted for by the UK public. Some of the top results from the poll include *Breakfast at Tiffany's* and *Bridget Jones's Diary*
- The former *Made in Chelsea* star and mum of two reimagines scenes and moments from four movies going back eight decades and covering famous performances by some of the Big Screen's most celebrated actresses
- Millie Mackintosh's Hollywood transformations mark the launch of Kellogg's Special K *Start Good. Stay Good* campaign which aims to highlight the secret to a day of good decisions stems from getting a good start
- The campaign follows research conducted by the cereal brand to reveal the UK's top ten most iconic morning scenes in film
- Originally launched in 1955, Kellogg's Special K is relaunching with a new improved recipe across Special K Original and Special K Red Berries

TV star Millie Mackintosh has put her own spin on some of the most famous and stylish female actresses of all time in a new campaign that sees the mum of two recreate iconic morning scenes from Hollywood as voted for by the public. Top results as voted for include *Breakfast at Tiffany's*, *Clueless*, *Singin' in the Rain* and *Bridget Jones's Diary*.

The former *Made in Chelsea* alumni puts a fresh spin on a series of memorable Hollywood moments to celebrate the launch of Kellogg's Special K *Start Good.*¹ *Stay Good* campaign which aims to highlight the secret to a day of good decisions stems from getting a good start.

The shoot saw the styling team recreate bespoke outfits harking back to the 1950's – all the way up to the 1990's.

Kellogg's Special K is one of the nation's most iconic cereal brands; Original and Red Berries are high in fibre, and both now have a new improved recipe².

Inspired by the nation's favourite morning scene from *Breakfast at Tiffany's*, Millie embraced the film's timeless 1960's look. The outfit featured an iconic black dress coupled with a crystal tiara, along with a beehive hairdo and cat eye makeup, which took over 2 hours to complete.

Everyone's second favourite scene featured unlucky in love journalist Bridget eating breakfast wrapped in her duvet. The iconic scene of the lead character attempting to iron her hair took over an hour to style in hair and makeup.

Inspired by the classic 1952 “Good Morning, Good Morning” dance scene from one of the nation’s favourite films, Singin’ in the Rain (which is celebrating its 70th anniversary), Millie dons her very own version of the blue drop-waisted dress.

The styling team then fast forward to the 1990’s to transform Millie into one of her favourite film characters, enabling her to re-live her biggest childhood dream of wearing her take on that infamous yellow plaid suit.

Millie Mackintosh comments *“It was such fun putting my very own twist on these amazing Hollywood morning scenes, each character is so iconic. I always wanted to hang out with Cher Horowitz in Clueless and be her friend, and I’ve always been obsessed with Breakfast at Tiffany’s. I love simple and elegant fashion and an LBD is so stylish and really chic, even now.”*

Natalie Duffy, Senior Brand Manager for Special K says, *“Kellogg’s Special K has a longstanding history of helping people to get their day off to the right start, with busy daily routines that can get in the way. Having a consistent morning routine is a good way to start your day to help make a day of good decisions and having a nutritious breakfast can certainly help get you on the right track.”*

The campaign follows new research by Kellogg’s Special K, which polled the nation to reveal the top ten list of most iconic morning scenes in film.

Other memorable morning scenes from the survey include the enormous platter of spaghetti eaten in *Elf*, the breakfast scene in the Great Hall in *Harry Potter and the Halfblood Prince* and having breakfast in first class as featured in the film *Titanic*.

The top ten most iconic morning film scenes are:

1. **Breakfast at Tiffany’s** – when Holly eats her breakfast out of a paper bag at Tiffany’s New York
2. **Bridget Jones’s Diary** – Bridget wrapped in her duvet on the sofa eating a tub of ice cream
3. **Matilda** – when four-year-old Matilda eats cereal with a levitating milk carton
4. **Clueless**– Cher waking up and scrolling through all of the outfit options in her wardrobe and selecting the iconic yellow outfit
5. **Singin’ in the Rain** – the main cast singing “Good Morning, Good Morning”
6. **Elf** – The Elf eating an enormous platter of spaghetti topped with marshmallows, smarties, maple syrup, chocolate sauce and Pop Tarts
7. **Harry Potter and the Half Blood Prince**– when the students have a breakfast feast in the Great Hall
8. **Titanic** – Rose and Cal having Breakfast in first class
9. **Uncle Buck**– when Uncle Buck makes an enormous stack of pancakes for his niece and nephew
10. **Honey I Shrank The Kids** – the kids almost being eaten for breakfast

The new improved Kellogg’s Special K Original and Special K Red Berries recipes are available nationwide priced at £2.99 RRP³.

For further information on the Kellogg’s Special K range visit www.kelloggs.co.uk

ENDS

Commented [BC1]: KELLOGG LEGAL – make sure this was in the actual survey.

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¹ A serving of Special K cereal is a source of vitamin B12 contributing to the reduction of tiredness and fatigue. Enjoy as part of a healthy diet and lifestyle.

² The new improved recipes for Special K Original and Special K Red Berries have moved both to non-HFSS (high in fat, salt and sugar).

³ Pricing is at the sole discretion of the retailer.