Subway® struts into Charing Cross for London Fashion Week

Sandwich giant sets out its own digital runway in Charing Cross Station to mark launch of its new, more sustainable uniforms.

London, United Kingdom – 15th September 2023:

Subway® has unveiled a digital billboard in Charing Cross Station featuring its high-fun, high-fashion spin on its new uniforms for Sandwich Artists™ and restaurant teams. Just in time for London Fashion Week, the advertisement features two models in new Subway uniforms, styled with a tongue-in-cheek lens and adorning absurd props like sandwich bags and tongs. The advertisement will run on screens in Charing Cross Station until 19th September.

The digital billboard is part of a wider campaign undertaken by Subway to launch its new uniforms. The photoshoot was conceived with Subway's witty tone-of-voice, with models debuting the new caps, bandanas, aprons, polo shirts and t-shirts in a variety of poses drawn from the world of high fashion with a playful twist. The resulting set of assets has been rolled out across social media.

Kirstey Elston, Marketing Director for the UK and Ireland at Subway® comments: "W*e're really excited to launch our new uniforms and seeing them strutting around billboards across Charing Cross Station just in time for London Fashion Week is exactly the kind of fun Subway® is known for.*"

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Notes to Editors

For media inquiries, please contact: SUBWAY_MSL_TEAM_GBR@mslgroup.com

About Subway® Restaurants

As one of the world's largest quick service restaurant brands, Subway serves freshly made-to-order sandwiches, wraps, salads, and bowls to millions of guests, across more than 100 countries in nearly 37,000 restaurants every day. Subway restaurants are owned and operated by Subway franchisees – a network that includes thousands of dedicated entrepreneurs and small business owners – who are committed to delivering the best guest experience possible in their local communities.