

Opening 22/05/2023**History of the 'easy' brand celebrated at London's Museum of Brands**

Sir Stelios Haji-Ioannou's easyGroup has partnered with the Museum of Brands to showcase the achievements of the 'easy' brand's 29-year life since Stelios first had the idea of creating a family of brands starting with an airline back in 1994. Originally (and still) synonymous with travel and tourism, 'easy', with its iconic name, logo and colour has expanded from easyJet to launch into many other areas including hotels, car hire, storage, cleaning products and catalogue shopping.

Opening on Monday 22nd May, the new display in the museum's Brand Hall will include materials from launch to present including photos and video footage along with advertising from early posters to recent digital campaigns. A selection of promotional objects, sourced from the brand and the museum's archives, will highlight the wide breadth of the industries that sit within the easy family today. Examples include a model easyStorage Van, items from the easyCleaning product range, easyFood magazines and a collectible diecast Airbus model.

easy founder Sir Stelios said: *“Successful and solid branding is the result of consumer endorsement of goods and services across a wide range of business activities. I'm proud and humbled at how quickly the easy brand has been accepted throughout Europe as an exemplar of high quality and low cost. I am grateful to the Museum of Brands for giving 'easy' the opportunity to rub shoulders with the greats such as Kellogg's, Johnnie Walker and*

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Fairy”.

Museum Director Anna Terry said *‘We always cite ‘easy’ as the original challenger, and they’ve led the way for brand disruption since 1995. We’re delighted to unveil this new display showing how broadly a strong brand can diversify across different industries’.*

About easyGroup

easyGroup is the private investment vehicle of Stelios, the entrepreneur. easyGroup is the owner of the ‘easy’ brand and licences it to all of the ‘easy’ branded businesses, including easyJet plc, the airline Stelios started in 1994, and in which he remains the largest single shareholder. easyGroup profits by either selling shares in the businesses, or by licensing or franchising the brand to reputable partners. The ‘easy’ brand currently operates in more than a dozen industries mainly in travel, leisure and other consumer facing sectors. Please visit www.easy.com and www.easyhistory.info for further information.

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For further information, photographs and media interviews please contact Denise Yeats at denise@museumofbrands.com

For press images click [here](#).

Adult admission cost £9 for adults / £7 concessions / £5 children

The Museum of Brands is open from 10:00 to 18:00 Monday to Saturday and 11:00 to 17:00 on Sundays and Bank Holidays. The Museum is located a short walk from Ladbroke Grove tube station at 111-117 Lancaster Road, W11 1QT.

www.museumofbrands.com. The Museum can be contacted by email at info@museumofbrands.com or by telephone at 020 7243 9611.

About the Museum of Brands

The Museum of Brands was established in 1984 by consumer historian Robert Opie. It offers an emotional journey through British lifestyle and culture displayed by its permanent exhibition, the ‘Time Tunnel’, temporary displays, activities and talks. The growing collection consists of over half a million items, of which 12,000 are currently on display in the Museum in West London. Starting in the Victorian era, it spans 200 years of British consumer culture decade by decade to

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the present day, showcasing household packaging, toys, magazines, wartime ephemera, technology, travel, fashion, royal souvenirs and design. Hundreds of heritage brands including Cadbury, Oxo, Guinness and Persil feature throughout the collection, offering visitors a chance to discover changing design, branding and packaging trends.

The Museum is an independent educational charity that has an outstanding learning department which offers workshops, activities and resources for learners of all ages. The Museum hosts events for companies ranging from household brands to national charities. A year-round programme of professional development talks from speakers within the marketing and branding industry. The nationwide outreach project 'Living Brands' supports people living with dementia, their carers and families. The Museum of Brands is funded by admissions, retail, learning, venue hire, charitable grants, sponsorship and donations. Registered Charity No. 1093538.

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