

Press release



Date: 30 September 2010

BrightonLovesFashion announces more local designers

BrightonLovesFashion, the charity fashion event, has gained support from local Brighton designers.

Alongside the 5 designers already announced, BrightonLovesFashion can confirm that 4 more have been added to the line-up for the show on the 7th November at Brighton's Concorde 2.

BM Models will be providing models for the show, and **Irregular Choice** the shoes.

Local designer **James St. Jones** will be showing his 'Tragic Rabbit' collection, including the debut of some new pieces.

Rosa Pietsch having already shown at Concorde 2 is even more excited to be back exhibiting at BrightonLovesFashion.

Afton Ayache will be showing off her Egyptian inspired designs in her tribal yet contemporary collection.

Finally, **Ricardo Johnson** will be showcasing his new ready-to-wear menswear range, Heart Breaker Club.

Show your support for an extremely worthwhile charity and experience a catwalk showcasing an eclectic collection of Brighton's most stylish, chic, flamboyant and original designers and boutiques.

Brighton Women's Centre is committed to supporting and empowering vulnerable and disadvantaged women in the community. Services include counselling, group work, open access drop-ins, holistic therapies, volunteer training and self development courses.

Anyone can attend this charity event. You can follow us on Facebook (www.facebook.com/brightonlovesfashion) and/or Twitter (www.twitter.com/brightonloves).

Details of how to get tickets is available online at www.brightonlovesfashion.co.uk or at www.concorde2.co.uk. The price for a ticket is £20 in advance for VIP tickets, or £12 for standard tickets.

~ End ~

Notes to Editors:

BM Models is a innovative Brighton based modeling agency serving the fashion needs of Brighton, London and the South East. With a fresh and professional approach to the creative industry professionals and individual consumers, BM Models is committed to providing the highest quality of model representation and client services. Our models work in such areas of fashion as; editorials, commercial and fashion. As well as male and female models, we also represent a highly skilled team of creatives and offer consultancy and production services for the fashion and entertainment industries.

BM Models www.bmmodels.co.uk
more info: info@bmmodels.co.uk

Designers

JAMES JONES

Driven by an obsession for synthetic fabrics and a hatred of feminine stereotypes, Brighton based designer James St. Jones works through visual metaphors to highlight the unjust and absurd with a crude sense of humour.

Based on a poem by Stan Rice, 'Tragic Rabbit' (A/W 2009) is a collection of six looks that dissects the staples of femininity with an austere blade. Pairing lace and latex, our inherited prejudices and a modern sensibility. www.jamesstjones.com

ROSA PIETSCH

Rosa is a fashion, print and accessories designer based in Brighton. She has recently completed a 4-year BA(Hons) in Fashion Design with Business Studies at the University of Brighton.

Rosa's portfolio (which can be viewed at: www.rosapietsch.co.uk) displays a wide range of design projects, reflecting her versatility as a designer and her interest in different areas of design, including commercial and experimental design, printed and knitted textiles, accessory design and fashion illustration.

Rosa aims to explore as many different areas of design as possible, therefore enabling me to work effectively to a brief, as well as independently.

Completing a degree in Fashion Design with Business Studies has enabled Rosa to develop a variety of skills, both practically and personally, and she is now looking for further experience in fashion and textiles design in the form of internships and independent piece work.

AFTON AYACHE

After finishing her degree in Fashion Design for Womenswear at Northbrook College Sussex, Afton loves to mix contemporary fashion style but yet with a unique approach to the fashion existing.

Afton designed a young fun Final Collection, inspired by a little street of Egypt and the shapes of temples, with lots of fun geometric patterns and really bright bold prints.

Through her degree course Afton has learned the process that starts from an idea , such as trend research, drawing, design, textile, garment construction and pattern cutting. In her spare time she paints to fulfil her ambition or inspiration, then applies it in a design, represented in a 3D form or pattern, until concluding in the final garment.

After showing her ' Young Fun Collection' Afton is now getting some experience working with a stylist director and uses her ideas and puts them to elaborate new garments or head pieces such as turban design ,shoe costumising and lots more.

RICARDO JOHNSON

Ricardo Johnson currently lives in Bristol studying a degree in Accounting and Finance. While Ricardo did not set out to begin a career in fashion (although his degree in accountancy has certainly come in useful!), his passion for clothes and style has led him to design and sell his own range of clothing for the modern, metrosexual male: Heart Breaker Club (<http://hbcclothing.bigcartel.com/>).

This stylish but wearable line is inspired by the UK club scene and Ricardo is currently in talks with some of the biggest names on the High Street to distribute the collection in the near future. Ricardo is looking forward to showcasing his new collection at BrightonLovesFashion and hopes that the people of Brighton will come and join the Heart Breaker Club.