



BLF

BRIGHTON LOVES FASHION



BrightonLovesFashion 2010 was a huge success for its founders; Gemma Butler and Helen Shapcott. The fashion show held in November 2010, at Concorde 2, in aid of the Brighton Women's Centre showcased **10 local designers**. As Gemma and Helen's first fashion event they were thrilled to present a **donation of £1,400** to the Centre, and have **over 170 people attend** event. Starting as just an idea, the promoters' were able use their creativity to resource a **team of over 50 people**, gain the support of over **15**

national and local businesses and build **strong media coverage** of the event.

50 VIP ticket holders paid £20 for a front row seat and a goody bag. Others paid £10 to watch the show.

“Each designer is very different. We want the audience to feel they're really getting value for money and seeing a good show.”
– Gemma and Helen, The Argus

BrightonLovesFashion was covered in the local press including: **The Argus, Latest 7, BBC Radio Sussex, Radio Free Brighton, G Scene, Brighton's Source, What's On** and various fashion blogs.

“There was a fantastic catwalk show with amateur and professional models....highlighting collections from local designers” – **Latest 7**

BrightonLovesFashion would like to say thank you to all those that gave their valuable time and skills to make the show a success, the:

30 models, 10 designers, production manager, music co-ordinators, graphic designer, hair and make-up teams, backstage assistants and dressers, BLF statues, presenter and front of house.

Not to mention the big name sponsors that donated goody bags, prizes and their services:

**L'Oreal
Lush
Ted Baker
Irregular Choice
BM Models
Beyond Retro**

**Rox Dance Studio
Look Fantastic
Clinic Nine
John Proctor Travel
GMC Publications
Queens Hotel**

