



Cheltenham Fashion Week's Event Schedule for 2013 is announced

This December Cheltenham, the Cotswold Capital, will once again come alive with the much-anticipated return of Cheltenham Fashion Week from the 2nd-7th December 2013.

After a star-studded premier last year the CFW team has an even bigger programme this year. From a 'Pop-Up' Model School, a Burlesque night and a Stylish Christmas Shopping event at Cowley Manor to the main catwalk show at Mercedes Benz, there are more ways than ever for members of the public to celebrate and be involved in Cheltenham Fashion Week.

The aim of Cheltenham Fashion Week is to provide a platform for young designers, help showcase independent boutiques and bring together the best of the counties style scene.

'We all really enjoyed last year's events and have worked hard to produce a another strong programme of events for 2013. For me, it is always a joy to see young people excited by our events and keen to be involved. I always look forward to the Student Show immensely. Also being able to showcase the best of the Cotswold's fashion designers in this year's 'The Edit' show, will be a personal highlight'.

- Co - Founder, Sam Bawden

CFW has already begun a legacy with last year's student winners having enjoyed work experience with retail fashion industry leader George Davies amongst others. Schools and colleges also benefited from cash prizes to fund new materials. Students that were involved in the 2012's Student Show showed increased confidence from their events experience. This year Gloucestershire College is again a main sponsor of Cheltenham Fashion week.

'The Creative Academies team at Gloucestershire College is really excited to be on board with Cheltenham Fashion Week for the second year running. We are committed to developing our students' skills and expertise in all aspects of fashion and to providing an inspiring training ground for the future leaders of the industry.'

- Michelle Louth, Communications Manager, Gloucestershire College

The week will end on a high note, with a glamorous evening of fashion and live music at the Mercedes Benz showroom in Staverton, forming this year's finale party, 'Fashion's Night Out'.

'We are delighted to be supporting Cheltenham Fashion Week once again this year following the resounding success of last year's events. The CFW team has been working tirelessly to bring the very best of fashion to the Cotswolds and we can't wait to host their Grand Finale at our showrooms in Staverton this December. We are thrilled to be involved and wish Sam and her team repeated success this year.'

- **Paul Simpson, General Sales Manager, Mercedes Benz Cheltenham**

Over 2000 people, including celebrities, Van Morrison, Elizabeth Hurley, Shane Warne and Channel 4's Dr Dawn Porter attended in 2012.

The event would not be possible without the support of local sponsors and this year's headline sponsors include: Mercedes Benz, Cheltenham Racecourse, Cowley Manor, Creative Network, Gloucestershire College.

Follow event news by visiting www.cheltenhamfashionweek.co.uk,
Facebook: www.facebook.com/cheltenhamfashionweek
Twitter: twitter.com/CheltFashionWk or join the conversation at #CFW13

Tickets for the event go on sale October 15th www.cheltenhamfashionweek.co.uk.

Notes to editors

- Sam Bawden is available for interview and comment
- Please visit our press page for logo and image downloads, FAQs and past news releases at www.cheltenhamfashionweek.co.uk/press
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