



# Let's talk Fashion

This month we talk to Sam Bawden, Creative Director of Cheltenham Fashion Week

For those of who know nothing about Cheltenham Fashion Week it launched last September at various venues in Cheltenham. Can you tell us a little about where the concept came from?

We spent 18 months researching what we thought Cheltenham's first Fashion Week needed to make it as memorable and engaging an event as possible, and put together a programme of 15 different events that took place throughout the week. We wanted to celebrate the style, creativity and eccentricity of fashion in the Cotswolds and showcase our community, therefore it was important to have a wide range of events to suit all tastes and wallets. We therefore held several events, including a fabulous 'Boutique 24' shopping event at Cowley Manor, 2 Student Shows that sold out to audiences of 250, career and educational events where we brought fashion professionals to the college, Ebay workshops, clothes swaps and a Millinery competition. The busy week ended with our glamorous Couture evening at Cowley Manor, which was a huge success.

## What are the priorities of CFW?

As time has gone on, we have been privileged to get to know many young people from the area and I would say it has become our greatest passion to help them get ahead in their careers. We also feel that it is hugely important to support local independent businesses, which are typically facing a big challenge in today's society where internet shopping is taking over.

## What were your personal favourites and highlights of the week?

That's a hard question, as quite honestly there were many! I was first and foremost really proud of our team who are all volunteers and worked really hard to put these events together. Our wonderful sponsors also helped us tremendously, beyond the call of duty, and we are eternally grateful for their belief and support.

Event-wise, I had tears in my eyes at the Student Shows where children of all ages were so excited to be involved and have their creations seen. The pieces created were fantastic and to be able to get to know the individual schools was a treat. Our giant pink shoe also toured the Cotswolds last year and took pride of place in Hello magazine, the Daily

Mail and even the Telegraph hailed us as 'One of the three best fashion events to attend in September'; which was surely a testament to our programme.

Various celebrities also attended our events, which was a treat for the audience and for us as a new event. Their tweets of congratulations cemented the fact that they, like our audiences, enjoyed what we do which was extremely reassuring, and the likes of Van Morison, Elizabeth Hurley, Shane Warne, George Davies, Caryn Franklin, Lisa Maxwell and Dr Dawn ventured to our glamorous finale evening. All have said they're keen to return this year, which is very exciting for all involved!

However, when it comes down to it, giving young people the opportunity to get involved and gain experience was the most rewarding, and my favourite, aspect to the week. I have had many emails from young people and parents who have said that their confidence increased after getting involved in the Cheltenham Fashion Week events, and that really makes what we do worthwhile. Without sounding cliché, the whole team is very passionate about working in a project that has substance and style- which is what we ultimately aim to achieve.

## What is the plan for this year's event?

We are really excited to be coming back this year and have changed our date to December 2-7<sup>th</sup>, just in time for the Christmas season! There are many reasons for the date change, but primarily it is to allow students a longer amount of time to make their creations for our student fashion show. It was such a huge success last year, and we're hoping the later date will ensure that more students can get involved. It's also prime party season, so there seemed no better time to put on a week-long programme of fun events!

## How can people get involved?

As a not for profit organisation, we rely on our team of volunteers. There are many reasons why people work with us, but they have all found the experience to be worthwhile and have been invaluable to ensuring Cheltenham Fashion Week is a success. There are lots of areas you can get involved in, from modeling in the fashion shows, backstage, wardrobe, blogging, event organising, VIP liaison, styling, photography etc. Please email [hello@cheltenhamfashionweek.co.uk](mailto:hello@cheltenhamfashionweek.co.uk) for more details.



## Get to know the team

'Your team are obviously crazy about fashion, if money was no object what one piece of clothing/item would they treat themselves to this summer?'

### Sam Bawden

Creative Director of Cheltenham Fashion Week:

"Very easy, a pair of glamorous and colourful Sophia Webster shoes". [www.sophiawebster.co.uk](http://www.sophiawebster.co.uk)

### Heidi Sweeting

Event Organiser for Cheltenham Fashion Week:

"It would have to be Stella McCartney's Lucile Dress – simply gorgeous!" [www.stellamccartney.com](http://www.stellamccartney.com)

### Denise Innes-Spencer

Millinery Consultant/Educationalist for Cheltenham Fashion Week:

"A Weston scarf is the must have accessory this summer – colourful and wonderfully bright." [www.liberty.co.uk](http://www.liberty.co.uk)

### Lucy Garbutt

VIP/Charity Liason for Cheltenham Fashion Week:

'Now the sun is out, it would have to be a stunning Elizabeth Hurley bikini!' [www.elizabethhurley.com](http://www.elizabethhurley.com)

### Sarah-Hayley Owen

Cheltenham Fashion Week Fashion Director:

"My fashion wish list is endless, although I am currently coveting Sophie Hulme's elegant tote bags, available from Selfridges. Timeless in style, they are the perfect accessory for this season and the next." [www.selfridges.com](http://www.selfridges.com)

### Rachel Tranter

Fashion Assistant/Stylist

"Perfect for summer occasions and in my two favourite colour, pink and orange I would have to choose a Roksanda Ilincic Sessler colour-block wool crepe dress." [www.netaporter.com](http://www.netaporter.com)

### Jane Baker

Arts Development Director

"My luxury item would be an Alexander McQueen box clutch bag. I LOVE the Britannia Skull studded or the Long Knuckle design. A timeless accessory that will glamorise any outfit!" Available at [www.netaporter.com](http://www.netaporter.com)

### Sarah Clark

Education Director

'For me this summer it has to be 'Romantic Eccentric Dress' hence RED Valentino fits the bill. A picturesque landscape printed dress with embroidered raffia blooms please?'

### Bernadette Curtis

Creative Network – Headline Sponsor

I love the bright florals that are around this summer and Marilyn Moore's Miki Dress is a favourite. Available from [www.shopfoundation.com](http://www.shopfoundation.com)



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# Heels and head; both should be high

Following on from our interview with Creative Director of Cheltenham Fashion Week, Sam Bawden last month, we speak to a few of the core CFW team to find out what goes on behind the scenes in the run-up to the highlight of Cheltenham's fashion calendar.

**Sam, we spoke to you last month and found out how and why you came up with the idea for CFW, now we want to know exactly what it is that you do within your role as Creative Director? What are the main things you're working on right now?**

Over the last couple of years my role has evolved to being more of a creative strategist in a way. I advance the direction of CFW and work with the team to ensure we deliver our objectives. At the minute I'm working on every event from the Student Shows to the Mercedes Show, our new model school, our art gallery exhibition and the programme of educational events.

**We also sat down with Sarah-Hayley Owen, CFW's Fashion Director and asked her, what exactly does your role entail?**

I began working for CFW three years ago, during the planning and preparations for the first ever CFW in 2012. The aim was to fuse CFW with my full-time role as a Fashion Journalist and Stylist in London, to produce the VIP fashion show. This year I was appointed Fashion Director of CFW, my new role is to oversee all elements of fashion transcending throughout all events and ensuring that we highlight the very best of style to our Cheltenham and Cotswold audience. I am currently working on one of the CFW fringe events and styling a fashion show at Brewin Dolphin Cheltenham Cricket Festival. I am also researching brands to showcase at Cheltenham Fashion Week in December.

**How does CFW help nurture local talent?**

It is vitally important it to encourage young people to achieve their dreams. When I was at school in Gloucestershire, we didn't have anything which discussed how to achieve a career in fashion, instead I was left to research Universities and career options by myself. Today, CFW is here to guide and inspire young people who want a career in fashion. Not only to support and nurture local talent, but also to entertain and inform.

**Helping to attract that local talent is crucial and one such way of doing so is online media, Blog Editor and Fashion Assistant, Rachel Tranter, told us about her role with CFW.**

I started with CFW last September after moving to Herefordshire from Edinburgh, where I worked for Harvey Nichols. I found CFW on Twitter and started working as Sam's PA, helping with event organisation and styling. This year I'm Acting Blog Editor, running the online blog at [www.cheltenhamfashionweek.co.uk](http://www.cheltenhamfashionweek.co.uk) where I am always looking for new ideas, researching and calling out to local

talent, from guest bloggers to models to fashion designers, the blog is THE place to keep up with CFW related news and events. I also work as Fashion Assistant where I help with event organisation and styling for our many shoots and shows throughout the year.

**As we've heard, it's the responsibility of the whole team to work together to provide novel insight and ideas for events, and it's the job of Heidi Sweeting, Event Coordinator to bring these ideas together. What's required in a role like this?**

From conceptualising new ideas with the team, to liaising with suppliers and negotiating contracts my responsibilities are varied and interesting. I have to be organised, but it's definitely worth it when I see how incredible the finished events turn out, knowing all the hard work the team puts in to organise everything.

**You were involved heavily in last year's Boutique 24 event which was a great success, why do you think it went so well? What plans are there for shopaholics this year?**

Boutique 24 was great as we carefully selected interesting and exclusive brands not currently retailing in Cheltenham, this meant that local residents could see and buy new labels without having to travel to London. This year we'll be looking to attract new, exciting and different brands to showcase at our shopping event.

**Working as a consultant on the Student Shows, Sarah Clark tells us what she's working on now and why education is so important to CFW.**

It is quite a complex task for us co-ordinating the various schools and deciding upon a creative concept that showcases the diverse range of skills and garments produced by local pupils. Garments, outfits and costumes are created as part of a school/college assignment, for qualification syllabuses such as GCSE, A level & BTECs, as well as individual graduate collections.

**The creative team behind CFW is headed up by Bernadette Curtis of Creative Network. She gave us the scoop on how she consistently evolves design concepts for CFW, keeping them fresh and innovative.**

Our designers are very visual people, constantly stimulated by imagery and words. They are all over the Internet and have a huge list of favourite bookmarked sites relevant to CFW and the fashion industry to provide inspiration. We're also lucky that we have a diverse range of clients that





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different areas and industries. My team love what they do and it shows. A strong brief always helps and if the client is struggling for ideas, we run co-creation workshops to develop a creative brief, but I can't go into any more detail or that would be giving away our trade secrets!

Promotion of an event as big as CFW is definitely a lot of hard work, we asked Phia McBarnet and Ann Grier of The Seed Group, publicist for CFW what does your role involve?

The Seed Group is supporting CFW to deliver their communications plan, primarily through social media and PR, helping to spread the word and really get across what CFW is all about. We saw what Sam and the team achieved last year and think it really exciting to have an event like this in the immediate area. Sam's emphasis on diversity in fashion, and the overall ethos of celebrating personal style really grabbed our attention.

Before we end, talking summer, if you all had to fake that sun-kissed look, which tanning product is your favourite and where would your dream holiday destination be to achieve the real thing?

**Sam:** I have to say I still love St Tropez and I am addicted to Ibiza which ends up costing as much as a dream holiday destination!

**Sarah:** I love St Tropez Bronzing Mist-Dark. It has a really natural colour and isn't at all greasy. That's easy; New York! An unconventional tanning holiday choice, but at this time of year it's really hot so I could get my tan on in Central Park between shopping excursions on 5<sup>th</sup> Ave!

**Heidi:** I use St Tropez, I've tried and tested it and it's great. I have to admit I do like to grab a sun lounger and apply factor 15 though! My favourite destination is Banyan Tree in the Seychelles, I loved it and would go back every year if time permitted!

**Sarah:** I've been very lucky already this summer with British Sun - I had a break in Penzance followed by a trip to Glasto Festival, so for me faking it is all about maintaining it. Garnier Ambre Solaire do a fantastic aftersun Tan maintainer.

**Phia:** We are big fans of Rodial Brazilian Tan in the office, although to be honest, a trip to Brazil would be much more appealing!

With a staff number of close to 100 dedicated volunteers, interns and sartorially savvy helpers during Fashion Week, CFW are always on the lookout for enterprising individuals to help make each CFW event truly electrifying, so if you like what you read, don't hesitate to get in touch!

To find out more about the CFW team, head over to [www.cheltenhamfashionweek.co.uk](http://www.cheltenhamfashionweek.co.uk).



## Love Style?

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fashion

# Bowled over

Cheltenham Fashion Week present a day of glamour and style on Ladies Day at the Brewin Dolphin Cheltenham Cricket Festival, in aid of LINC

Ellie wears Dress by Libby London  
by [www.libbylondon.com](http://www.libbylondon.com)  
Headpiece by Denise Innes  
[www.thebritishschoolofmillinery.com](http://www.thebritishschoolofmillinery.com)  
Shoes Models Own



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With Charlotte, Gloucestershire County  
Cricketers Ed Young and Ian Saxelby







Lesley wears One-Piece Swimsuit and Skirt by Heidi Klein at Cowley Manor Village Shop Xenia wears Dress, Bag and Gloves from As Long as it Sparkles, [www.aslongasitsparkles.co.uk](http://www.aslongasitsparkles.co.uk) Shoes by Lisa Kay, [www.lisakayshoes.com](http://www.lisakayshoes.com) Headpiece by Denise Innes, [www.thebritishschoolofmillinery.com](http://www.thebritishschoolofmillinery.com)

Photographer: David Riera, [www.whistleandtaylor.co.uk](http://www.whistleandtaylor.co.uk)  
Styled by: Sarah-Hayley Owen, Fashion Director of Cheltenham Fashion Week.  
Hair by: The Stuart Holmes Hair & Beauty  
Spa Make-Up: Monicka Make Up & Beauty, [www.monickamab.com](http://www.monickamab.com) and Sabina Yunusova, 07577 987 354





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Also featured, Almost Famous London, [www.aflondon.com](http://www.aflondon.com), Xuwei Ma, Fashion Graduate from Ravensbourne College of Design and Communication, Sinequanone, [www.sylviequentin.com](http://www.sylviequentin.com) and Yull Shoes, [www.yull.co.uk](http://www.yull.co.uk) Models: Amelia, Sophie S, Charlotte, Lesley, Sophie O, Xenia, Ellie and Clemmie

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**COWLEY MANOR** **cotswold style**  
COTSWOLDS

**THE SEED GROUP**  
PR & MARKETING

**GC**  
gloucestershire college







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# Fashionably educated

Tony Blair once said in a speech the most important thing to this country is “Education, Education, Education”. Well Tony, we couldn’t agree more!

Cheltenham Fashion Week themes for this year’s event are to emphasise on education and the community. One of the most important shows for us is the Student Fashion Show.

It is vitally important to encourage young people to reach for the stars and achieve their dreams. CFW is here to guide and inspire young people who want a career in fashion.

Students, from the age of seven, who have the enthusiasm for designing, creating and wearing unique clothing or just simply a passion for fashion will showcase their creations in front of our judges for a chance to win one of our spectacular prizes. We like to call this the ‘next generation catwalk’. One of this year’s themes is recycling and our primary schools will be making clothes that can be made and sculpted from virtually anything. Michelle Louth, from the Gloucestershire College, says “The Creative Academies team at Gloucestershire College is really excited to be on board with Cheltenham Fashion Week for the second year running.

modelled on the runway or on a mannequin. One of the winners from 2012, Georgina Beaton, commented that “Last year’s student fashion show was exciting, motivational and inspirational. It has given me every confidence in my work and has given me the boost to progress further within the fashion industry, to not only create a bridal collection but also to reach out & design for Mother’s of the Bride. Cheltenham Fashion Week is a fantastic opportunity for students & graduates and is definitely a show to be part of.”

Martin Horwood MP for Cheltenham, who attended the show last year, said, “I thought the student fashion show was absolutely fantastic. The quality of the best designs was really stunning and all the young people involved showed real enthusiasm and imagination.”

This year we have two confirmed judges so far. These are, Neil Gifford from Gifford circus and fashion designer Selina Blow. And with having seven schools already signed up we

“Last year’s student fashion show was exciting, motivational and inspirational. It has given me every confidence in my work and has given me the boost to progress further within the fashion industry”

We are committed to developing our students’ skills and expertise in all aspects of the fashion industry”.

Ms Louth also says “Whether those skills are in fashion design, styling and garment construction or in building positive relationships, networking and business planning, our involvement as Official Education Partner of CFW supports that ethos. We have exciting plans for fashion courses at Gloucestershire College this year, and look forward to working with the CFW team in the run up to December.” With the help of the college, we have scheduled two shows where students can exhibit their work. The shows will consist of garments from each contestant and will be either

hope to equal last year’s show success and showcase more remarkable creations.

If you would like to model for Cheltenham Fashion Week or become a volunteer, do email us at [hello@cheltenhamfashionweek.co.uk](mailto:hello@cheltenhamfashionweek.co.uk)

Tickets will go on sale on October 15th from [www.cheltenhamfashionweek.co.uk](http://www.cheltenhamfashionweek.co.uk)

[www.cheltenhamfashionweek.co.uk](http://www.cheltenhamfashionweek.co.uk)  
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# Interviewing Ann Grier & Sally Carnes

As part of our commitment to helping young people find opportunities, we spoke to two of our fabulous sponsors about their wonderful jobs, Ann Grier from The Seed Group, who is doing CFW's PR and Sally Carnes from SLG who is Head of Creative Services.

You have a really interesting job we think! If you could wave a magic wand and give yourself a new skill that would help you be even better at your job what would it be?

Sally: I'd love to be able to see into the future to know what the next BIG trend or brand is going to be. We always have to have our finger on the 'fashion/beauty pulse' as we work on ranges over 18 months in advance.

Ann: In this line of work, everyone is looking for more hours in the day so I think I would make sure I never had to sleep again!

Competition for interesting jobs is really fierce. What piece of advice would you offer someone who wants to get into your industry? How can they stand out?

Sally: Do your research! It's scary how many people turn up for interviews without any prior knowledge of the beauty and fashion arena, or even checking out our company website! As for standing out – how about setting up your own blog, this really shows your dedication to the cause.

Ann: If you are going into the communications industry, you really need to be able to write and to have a good grasp of grammar. It sounds like it might be a little thing, but it's the first thing we pick up on when someone contacts us for work. As for standing out, I think there is so much noise



and personality out there now that we are more wowed when people actually send us examples of great work.

Looking back, what was your biggest 'fashion faux pas' and what is your most recent fashion triumph?!

Sally: Skin tight, bright pink and black animal print ski pants with stiletto's - actually ski pants in general, I wore a lot of them! As for fashion triumphs, ceramic hair straighteners... Well I guess this is more of a beauty triumph but I can honestly say they have changed my life.

Ann: My days of wearing fur and leopard skin together were possibly a mistake. Fashion triumphs for me are the days I get out of the house without the dog or my 7 year-old leaving marks all over my cream jacket.





A woman with long, wavy brown hair and a white fur collar is looking out of a car window. The background is a blurred green landscape. The car's interior, including an orange door handle and a blue light fixture, is visible.

# One Fine Day

Cheltenham Fashion Week go from  
Spa to City in search of the perfect  
dress for Fashion's Night Out.  
What will you wear?





Coat by Pip Howeson,  
[piphoweson.com](http://piphoweson.com),

Sheepskin Wrap by Dlux London,  
[dlux-ltd.co.uk](http://dlux-ltd.co.uk),

Belt and Gloves by Corlette,  
[corlette.co.uk](http://corlette.co.uk),

Handbag by BoBelle London,  
[bobbellelondon.com](http://bobbellelondon.com)

and Shoes models own.



Dress by Nina Naustdal Couture,  
[nina-naustdal.com](http://nina-naustdal.com)







Dress by Marina Qureshi,  
marinaqureshi.com

Earrings by Victoria Tryon,  
victoriatryon.com



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gloucestershire college

STUART HOLMES  
HAIR & BEAUTY SPA

Photography by: Carlos Alba, carlosalba.com, Styling by: Sarah-Hayley Owen Fashion Director of Cheltenham Fashion Week, sarahhayleyfreelance.com.  
Model: Ali at Sapphires Model Management, Make Up by: Jessica Goh, jessicaagoh.wix.com/jessicameliamu, Hair by: Kerri Ewart, kerriewart@tumblr.com  
Cheltenham Fashion Week shot on location in London.



# The 'Cinderella' Shoe

The iconic symbol of the 'shoe' has been used by the artist Jane Baker to create a sculpture on an enormous scale for Cheltenham Fashion Week.

Sam Bawden, director of Cheltenham Fashion Week, said: "Following the success of last year's giant shoe that toured the Cotswold's we really wanted to create a bespoke piece of shoe art this year and Jane was the perfect artist to do this. We are so excited and proud of her creation and it will grace all our events so do come and see it!"

We are also running a competition for the public to enter where they can win 2 LUXE tickets to 'Fashion's Night Out' at Mercedes Benz of Cheltenham & Gloucester on Saturday December 7th with 2 VIP goodie bags full of treats. It's only £1 to enter and all you have to do is guess the amount of beads used to make the shoe. You can enter this at any of our events during the week.

All proceeds will go to the HOP, SKIP, and JUMP Foundation, the local children's charity we are supporting this year.

## Artist's Statement

"There are classic Cinderella connotations often made with a single female shoe but instead of the usual depictions of weakness and fragility and because of the sheer scale of the sculpture we are confronted with a bold empowering statement.

The surface of the shoe glitters with thousands of gold bottle tops whereas the decorative heel and toe are constructed of odd buttons, broken brooches, recycled beads and unwanted pieces of jewellery creating an object of awe and beauty.

The fairytale element is reflected again with numerous broken watches wired into the design with all hands set at midnight!

By creating The 'Cinderella' Shoe from recycled materials it makes us think about how we live in a throwaway society and how we can reuse objects in an interesting and unique way."

The concept of the shoe also reflects the theme this year for the student show at CFW, which sees primary school children creating outfits from recycled materials.

## The Journey of the Shoe

Jane firstly commissioned friend Darren from Stanton Designs to weld the stainless steel armature (skeleton) of the shoe, which is based on a 1940's style platform, and she then covered this with galvanised steel mesh.



Months were spent collecting jewellery, buttons and watches with many charity shops and car boot sellers donating materials. Hobby Craft also kindly gave 200 pots of recycled glass beads for the project!

Once the correct amount of materials were gathered all the jewellery was deconstructed and then rethreaded onto galvanised steel wire which was in turn attached to the sculpture.

For the insole and heel of the shoe thousands of gold bottle tops were individually glued onto lengths of wire, these lengths were then painstakingly wired into place with the bottle tops transforming from an everyday mundane object into a beautiful shimmering surface.







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"Give a girl the right shoes and she can conquer the world"

Marilyn Monroe

### Jane Baker says

"I have been extremely grateful to all the people who have donated jewellery, buttons etc to help make this sculpture happen, my family and friends putting hours of their time trawling car boots and charity shops not to mention threading thousands of beads!

It has been a challenge creating the shoe alongside running our wedding photography business but it has been fantastic to have the opportunity to take on such a large project. It has taken countless hours to make but the result has been worth it!



Photography by Cotswold Weddings

Dress by Cocoa Couture

## Artist's Profile



I was born in Cheltenham and completed a National Diploma in Display and Design at Gloucester College of Art and Design before achieving a First Class Honours Degree in Contemporary Art Practice at University of Northumbria, Newcastle upon Tyne.

I have had my work displayed in numerous exhibitions throughout the UK and create works of art that use the theme of fashion to explore various concepts and ideologies.

Past pieces of work have included dresses created from skeletal holly leaves, miniature corsets displayed as butterflies in cases and an evening dress constructed from car windscreen glass!

Alongside working as an artist, I am co-Director of Cotswold Weddings, a wedding photography business, which I really enjoy as it combines my love of fashion and photography.

I describe my personal style as not ruled by trends. I love finding bargains in charity shops and car boot sales. I always search for fabrics first then look to customise what I buy into something more individual.

I live in Cheltenham with my other half Oli and our daughters Ava (aged 11) & Mimi (aged 8) and Pickles the cat, who all helped make the shoe!

The 'Cinderella' Shoe will also be exhibited in the new Wilson Art Gallery in Cheltenham during December 2013.

If you would like any more information about The 'Cinderella' Shoe or about Cheltenham Fashion Week please email us at:

Email: [hello@cheltenhamfashionweek.co.uk](mailto:hello@cheltenhamfashionweek.co.uk)

Twitter: [twitter.com/CheltFashionWk](https://twitter.com/CheltFashionWk)

Web: [www.cheltenhamfashionweek.co.uk](http://www.cheltenhamfashionweek.co.uk)

Facebook: [facebook.com/cheltenhamfashionweek](https://facebook.com/cheltenhamfashionweek)

To contact the artist Jane Baker

Email: [info@cotswoldweddings.net](mailto:info@cotswoldweddings.net)

Web: [www.cotswoldweddings.net](http://www.cotswoldweddings.net)

Twitter: [twitter.com/cotswoldweds](https://twitter.com/cotswoldweds)

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Pinterest: [pinterest.com/cotswoldwedding/cotswold-weddings](https://pinterest.com/cotswoldwedding/cotswold-weddings)

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CHELTENHAM  
A Jockey Club Racecourse



# What a show!

Cheltenham Fashion Week is sadly over again for yet another year and what a fantastic year it has been! We, at CFW, have worked really hard to produce 13 fabulous events for the capital of the Cotswolds.

"This years Fashion Week has been amazing. I would just like to say a huge thank you to all our sponsors, team members and volunteers because without them this would not be possible."  
Sam Bawden, Creative Director and Co-Founder of CFW

This month we have decided to give you a round up of Cheltenham Fashion Week 2013.

## **"A Very Cowley Christmas"** **Thursday 28th November.**

We were thrilled to kick off the fashion week at the fabulous Cowley Manor Hotel, where we showcased some of our favourite fashion and jewellery brands in the Cheltenham Fashion Week Fashion zone. Guests were then treated to a glamorous and decadent fashion show.

"I feel so privileged to be a PR intern for CFW. The experience and knowledge I have gained is incredible. I cannot thank Sam enough, she is truly one of my idols and somebody who everyday never fails to inspire me."  
Sophia Hutchinson, PR Intern

## **Student Education Show** **Tuesday 3rd December**

This year CFW were delighted to have the return of the student show at Gloucestershire College, where students from all over the county displayed their work to our esteemed judges George Davies, Selina Blow, Sarah-Hayley Owen and Stuart Holmes (who also did the hair for CFW). 15 schools and Independent student took part and this year's winners were – Primary School, Glenfall, Edie Kelsy from Tewksbury School and Elizabeth Goodwin a former Gloucestershire College student. Prizes included internships from George Davies and Raging Bull and tickets to Gifford Circes. Some of the students work was displayed in our 'Evolution' Fashion Exhibition at the Wilson Art Gallery.



Elicea Andrews Photography

*"Cheltenham Fashion Week 2013 was such an amazing experience, giving me a great insight into the world of fashion loved every event especially 'Fashion's Night Out' showcasing lots of gorgeous dresses."*

Olivia Simpson, Student





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Nick Atkins Photography



Elicea Andrews Photography



Elicea Andrews Photography

*"It's been a long and busy few months but Cheltenham Fashion week has allowed me to meet some amazing new people and for someone who is keen in pursuing a career in fashion it has helped me gain valuable experience in the industry."*

Livvy Houghton, Volunteer





David Savill Photography



David Riera Photography

### 'Who wants to be a Milliner?'

Wednesday 4th December

Due to popular demand, and our huge love of hats, we welcomed the delightful return of 'Who wants to be a Milliner?' live competition. Organised and run by the talented Denise Innes from the British School of Millinery. This year Denise featured the work of Milliners were Lisa Burrows, Jessie Clifford and Dillon Wallwork and special guest Milliner Bridget Bailey. Lisa Burrows, from Taunton, was the winner of this year Hat Making competition. Her creation and all the other milliners will be placed in a silent auction to raise money for Hop, Skip and Jump. Details can be found on the Cheltenham Fashion Week's website.

### Undress to Impress

Thursday 5th December

Our first ever lingerie event showcased 10 different designers, including Cheltenham based company Verity Louise. Over 100 guests watched our models strut their sexy stuff to the vocal talents of our favourite singer Julez Hamilton and were also treated to a Burlesque performance by Missy Malone.



Elicia Andrews Photography

### Fashion's Night Out

Saturday 7th December

The final party of 2013! We took over the fabulous industrial setting of Mercedes Benz of Cheltenham and Gloucester and transformed it into a winter wonderland, with a stunning décor designed by Sophie Taylor and fantastic production by Entourage Live. Our models gave any London catwalk show a run for their money with their beauty, class and poise. The finale brought the house down, the guests danced to live music by the popular Thrill Collins followed by a DJ set by Dickie Butcher. Over 250 glamorous guests all dressed to kill in creative black tie and party frocks, helped us end Cheltenham Fashion Week 2013 in style.

"What a stunning finale, the fashion on show was simply wonderful and a real treat for my guests who were treated impeccably, a sponsors delight, well done!"

Matthew Foxton-Duffy, Cheltenham Racecourse

"This is a really exciting time for HEMYCA. We were thrilled to have been invited to showcase at Cheltenham Fashion Week and work alongside the incredible Sarah-Hayley Owen, supporting British brands."

Myra Nigris and Helen Clinch of Hemyca, Designer

*"I was so excited to be asked to be a part of CFW. Everything surpassed my expectations – the glitz, the glamour, the models and the atmosphere all added up to a brilliant show. Reaction to the collection has been fantastic."*

Dee Duce, Designer

### The 'Cinderella' Shoe

Created by artist Jane Baker, this giant shoe has been a proud part of CFW this year and feels part of the team. The 'Cinderella Shoe' took over 4 months to make, 26 shopping hours to find the jewellery, over 9000 beer tops, 36 watches and thousands of beads!





# CHEL TENHAM FASHION WEEK

*"CFW is a very special week full of energy, glamour, and creativity!"*

Sophie Smith, Model



Other events this year include Cheltenham Ladies Day, Cheltenham Cricket Festival, 4 Model Castings, 1 Model School, 5 Local Fashion shoots, 1 London Fashion Shoot, team of 47 local models, 63 local volunteers involved in the various shows, 3080 Twitter followers and 963 Facebook followers.

CFW Week – 11 schools in our Student Show, over 100 students given opportunities throughout the week, 3 Career talks and approximately 1200 guests came to our events over the week. PR included coverage from BBC radio, Heart Gloucestershire, local press and the Student Show was featured on BBC Points West.

[www.cheltenhamfashionweek.co.uk](http://www.cheltenhamfashionweek.co.uk) • [www.twitter.com/CheltFashionWk](https://twitter.com/CheltFashionWk) • [www.facebook.com/cheltenhamfashionweek](https://www.facebook.com/cheltenhamfashionweek)

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