

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 emphasis 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 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.

“Last years 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 exhibition their work. The shows will consist of garments from each contestant and will be either

modelled on the runway or on a mannequin. One of the winners from 2012, Georgina Beaton, commented that “Last years 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

hope to equal last years 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

Tickets will go on sale on October 15th from www.cheltenhamfashionweek.co.uk

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.

