



## Cheltenham Fashion Week announces Pop-Up Model School

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Cheltenham Fashion Week is launching a pop-up Model School on Saturday 23rd November, 10am – 5pm at Gloucester College. This is the first event in the countdown to this year's Cheltenham Fashion Week, which is taking place from 2<sup>nd</sup> - 7<sup>th</sup> December 2013. The pop-up Model School has been setup after the success of the student shows held by the charitable organisation last year. The event will be supported by Laura Young, finalist of Britain & Ireland's Next Top Model 2013.

Co-founder of Cheltenham Fashion Week, Sam Bawden said: "Realising that so many of the CFW young models last year had dreams of becoming the 'next top model' CFW have committed to helping these dreams become a reality by setting up a pop-up Model School to educate them in the what they need to do to move into this career path."

The Model school has been set up as an investment in the careers of the young models that work for CFW throughout the year.

During the course of the day there will be a talk from nutritionist, Lucy Denver who will be discussing general health and fitness, as well as a talk from burlesque dancer, Kitty Ribbons who will be helping the young models with body movement and confidence.

Vicki Brant, a stylist with years of experience in the fashion industry will teach new models various skills including musical interpretation, catwalk presence, different walk techniques and personal grooming advice that all models should be aware of when entering a model agency. Vicki will also be assisted by Laura Young.

The young models will also learn how agencies work along the help of Alan Sharman, founder of one of the UK's leading agencies for high quality commercial and fashion models.

For any more information please contact [charlotte@cheltenhamfashionweek.com](mailto:charlotte@cheltenhamfashionweek.com)

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

#### Notes to editors

- Sam Bawden is available for interview and comment
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