

ECA Fashion Show 4-6 May 2011

✘ Long established as one of key events in the capital's culture calendar, the Edinburgh College of Art Fashion Show will break with tradition to present a different show format this year and also a choice of three separate programmes. The final collections of work by graduating students will be shown in salon style, with models walking at the level of the audience, allowing for the intimate atmosphere and up close insight most closely associated with the shows of the Paris couture houses. As well as presenting in salon style, this year audiences can choose from three distinct show programmes: Fashion, Performance Costume and a Mixed Show that includes work from both Fashion and Performance Costume.

In response to audience feedback and a demand for a more specific focus on either Fashion or Performance Costume, dedicated shows to either Fashion or Performance Costume will give more scope for artistic expression and establish a continuity in the tempo and the tone that wasn't previously possible. Those who like to mix it up will still have the chance to enjoy the understated glamour of the final collections of the fashion pack alongside the wild, imaginative creations of the performance costume designers.

This year Fashion will present the final collections of 20 graduating students, alongside designs for three new labels devised by the Year 3 students, the All Walks on the Catwalk project which celebrates diversity and promotes 'emotionally considerate design' and a unique collaboration with the National Museums of Scotland and their archive of insects that sees textiles and fashion students explore entomology in a dazzling display of dresses. Performance Costume will use their dedicated show to exploit to the full the dramatic power of design for stage and screen. Working with professional choreographers, live musicians and stage designers, the Costume show will explore the creative opportunities offered

by the salon setting's close proximity to the audience. The Mixed Show will combine highlights from the Fashion and Performance Costume presentations. All three programmes will include the work of Textiles students from Years 2, 3 and 4.

✘ Across all three show programmes, audiences will be closer to the action as the models weave their way through the crowd in the dramatic neo-classical Sculpture Court of the College's historic main building. With professionalism paramount, the College will once again be working with Medusa Hair and models from Scotland's leading agencies.

✘ The College is delighted to welcome back Scotland's leading independent Investment Manager, Baillie Gifford, as the Lead Sponsor of the Fashion Show.

In addition to lead sponsorship from Baillie Gifford, the Edinburgh College of Art Fashion Show 2011 is supported by Associate Sponsor, Edinburgh law firm Morton Fraser.

- More information at [The ECA website](#)
- Tickets on sale from Tuesday 15 March for the following performances:
Wednesday 4 May 6.30pm: Fashion
Wednesday 4 May 8.30pm: Performance Costume
Thursday 5 May 8.30pm: Mixed Show (Fashion & Performance Costume)
Friday 6 May 7pm: Performance Costume
Friday 6 May 9pm: Fashion
- Tickets £15. Available from Tuesday 15 March at Hub Tickets: www.hubtickets.co.uk; telephone 0131 473 2000. A fee of £1.50 will be charged for each transaction.
- Venue: Edinburgh College of Art, Main Building, entrance from Lady Lawson Street, Edinburgh EH3 9DF.