

Oohfashion is a runway success



The Green Room was a vision of wall-to-wall glamour last night as Edinburgh's fashionistas strutted out in force to support Oohfashion's fall/winter '11 style extravaganza.

Organisers promised a night of unprecedented chic sophistication, cutting edge cool and exceptional creativity- and they certainly did not disappoint! From the dazzling decadence of Jenivieve Berlin's headdresses which opened the show with an explosion of sequined delight, to the stunning contemporary designs of 21st century Kilts, the Oohfashion showcase, featuring a total of 15 designers, was a captivating spectacle of exciting ingenuity from beginning to it's (fashionably late) end.

Oohfashion maintains a firm focus on celebrating unique and creative talents from Scotland, giving local style innovators and enterprises the opportunity to showcase their original and oh-so desirable creations.

Amidst the stilettos, sequins and hairspray, the runway spectacular supported a great cause with proceeds from the show going to the very worthy Sick Kids Friends Foundation. Rachael McKenzie, a representative from the Royal hospital for Sick Children spoke of the charity's delight to be associated with the Oohfashion event and said:- "We so appreciate all of the hard work put in. The charity needs to raise £1.5m a year and we rely on events such as this to not only raise funds but also awareness."

Creative director of the event, Gary Anderson was also thrilled by the great turn out on the night. "I'm really pleased, we raised a lot of money for the Sick Kids Friends foundation and everyone had fun! I can't wait until next season."

And the glamour doesn't stop there, as style queens (and kings) can also get their fashion fix at the 'Fair of Fashion' taking place this Saturday 22 October 2011. From 11am to 5pm The Green Room will be transformed into a treasure trove of textile and beauty excellence, as 22 boutiques and creative talents gather to offer incredible discounts on their alluring wares, including pieces hot off last night's sizzling catwalk.

Judging by the dizzy artistic heights reached by the Oohfashion showcase, this seasonal 2 day event is firmly cementing Edinburgh's rightful position as a capital of fashion and style.