

Oohfashion's Fair of Fashion

✘ Twenty two of Edinburgh's best and brightest boutiques, designers and beauty experts gathered at The Green Room this weekend to take part in OohFashion's bustling 'fair of fashion'.

This eagerly awaited event was the second day OohFashion's Fall/Winter '11 style extravaganza and boasted a kaleidoscope of rich colour and chic design as Edinburgh's fashionistas seized the opportunity to get their hands on glamorous designer looks at irresistible discount prices.

Building on the success of Tuesday night's electric runway extravaganza, the 'fair of fashion' gives local, innovative creative talent another occasion to showcase their designs and promote their businesses to both new and existing customers in an intimate personal manner.

Justyna Wills, creative director of Yosoy-Tango one of the participating designers, spoke of the benefits such fairs can have on small businesses, particularly in the current economic climate:- "Events such as this are crucial when you are getting started, it gives designers a chance to connect and network as well as raising awareness and publicity among the public. I would love to see something like this happening on a regular basis."

A wide range of stylish designs catering to all tastes ✘ ensured that everyone left the OohFashion fair with a smile on their face and a shopping bag on their arm. From avante garde to vintage, the delicately romantic to the urban cutting edge, the 'fair of fashion' had something for everyone and all the while supporting local Scottish enterprise. This welcome new addition to the OohFashion event is sure to become a regular feature on the Edinburgh fashion calendar.