

Edinburgh charity fashion show hailed a triumph

With Fashion weeks in London, Paris and New York a distant memory, the Edinburgh Charity Fashion Show is bringing couture to the capital.

Rock, rebellion and royalty were the styles du jour as the Edinburgh charity Fashion Show kicked off its 2012 campaign with vigour. Summerhall was transformed into a kaleidoscope of neon decadence as Scotland's fashionistas stormed the old vet school in anticipation of one of the biggest social events in the charity and fashion calendar.

Running from 29-31 March 2012, the largest and most successful student run fashion show in Europe showed why it has previously graced the pages of Vogue and Harper's Bazaar, as the packed crowd was treated to an inspired and energetic show case of high end, boutique and student designs.

The three day event features both local and international designers, professional and student. Models donned creations by Ben Crane, Coryn Dickson, and Frassy to name but a few. From the crisp clean lines of fashion heavy weights Calvin Klein and Reiss, to the quirky graphic stylings of The Rodnik band, the 'Rock and Royalty' show did not disappoint.

As expected, one of the evenings highlights was the provocative collection by celebrity favourite Mark Fast. Having dressed megastars such as Rihanna and Katy Perry, Fast's risqué designs championed peek-a-boo cut outs and fishnet fabric. The Canadian pushed the fashion envelope towards the Avante Garde, encapsulating the defiant and outrageous attitude that inspired this year's event.

Sponsored by Citylets, ECFS 2012 has taken inspiration from unapologetic, rebellious icons throughout history including Marie Antoinette, the Sex Pistols and the New Wave movement. In response to current economic conditions, organisers are celebrating the “art of making something from nothing”, capturing the attitude of icons who refused to back down despite unfavourable conditions. As Creative Director Fergus Crook put it “We’ve we’re saying “Never mind the bollocks, let’s eat cake!””

Caroline Welles, Chairwoman of the ECFS committee, spoke of the team’s delight at the show’s unveiling:

“We are getting extremely excited to see our vision come together. The hard work we have put into the show is finally started to come fruition and we have busy building the catwalk, putting the finishing touches on the outfits, and styling the venue.

We are overjoyed to be able to feature a range of designers: from new celebrity favourite Mark Fast to brilliant student designers who’s work never fails to stand out with their bold and innovative designs”.



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Fashion with a conscience

Since its conception eleven years ago, ECFS has raised over a quarter of a million pounds for various charities and this year will see all proceeds going to support the Children’s Hospice of Scotland (CHAS).

Welles added: “What is most special to us is the ability to benefit such an incredible charity: CHAS. Our efforts, creativity, and passion have been motivated by the charity’s amazing services.”

CHAS is a charity that provides the only hospice services in Scotland for children and young people with life-shortening conditions. It offers care in two children's hospices, Rachel House in Kinross and Robin House in Balloch. The hospices support the whole family by offering short planned breaks, emergency support, end of life care and a range of bereavement services.

✘ CHAS also provides a home care service, called CHAS at ✘ Home, staffed from both hospices and with dedicated teams in the North of Scotland. The service offers care to families in their own homes when they need it most. The organisation supports over 250 families, as well as a significant number of families who receive bereavement support. The services are funded mainly through the generosity of the many supporters who help raise over £7 million needed each year to provide these vital hospice services.

Criona Knight, CHAS Corporate and Events Fundraiser said: "We are very grateful to be the chosen charity for the Edinburgh Charity Fashion Show in 2012. We're looking forward to what we know will be a hugely successful weekend.

"It's very exciting for us to be working with such a committed and enthusiastic team of students who have shown their support already by helping out at bucket shakes, donating their clothing for our shops and visiting Rachel House Children's Hospice in Kinross, where they met families who will benefit from their fundraising."

Hosted at the award winning Summerhall, formerly the Edinburgh University Royal Veterinary School, Tickets for ECFS are still available for Friday and Saturday night from www.edinburghcharityfashionshow.com or <http://xtspro.com/-/ecfs-2012/>

For more information about CHAS, their services and their mission, check them out at <http://www.chas.org.uk/> or please

consider making a donation to ECFS 2012 in support of CHAS via
<http://www.justgiving.com/edinburghcharityfashionshow2012>