

Hearts & Minds Charity Vintage Fashion Show



Locally based Edinburgh charity, Hearts & Minds host their very first Vintage Fashion Show, aiming to create awareness and understanding of dementia as well as raising funds for their Elderflowers programme which brings joy, hope and interaction to ladies and gentlemen suffering from dementia throughout Scotland.-

Hearts & Minds is a Scottish arts-in-health charity who aims to improve the experience of people in hospital, hospice, residential and respite care by using performing arts to encourage communication, interaction and laughter. We achieve our aim through two specialist creative programmes; The Clowndoctors, who work specifically with children, and The Elderflowers, who work with elderly people with dementia.

The immersive Elderflowers programme provides a valuable outlet for the participants' own personality and humour, offering creative, physical and mental stimulation. The Elderflowers are trained to pick up on the interests and mood of each individual elderly person and respond accordingly, this can mean playful banter or very gentle, non-verbal communication.

Elderflowers adopt a European-style theatre clowning and wear the smallest mask in the world – a red nose – to connect with patients' vulnerability. They visit 10 healthcare units regularly and always aim to connect with the essence of the person.

Magdalena Schamberger, Founder and Artistic Director of Hearts and Minds stated that: "Although many people no longer recognise their family members, they do have an innate understanding of what family means and the Elderflowers become

their family for the day. The Elderflowers work to a scenario of always needing advice such as what songs to play, how to behave at a wedding or what colour to paint a wall. Patients really appreciate being asked for their opinion rather than simply taking a passive role.”

Hearts & Minds are hosting an event full of fun, fashion, music and more on March 26th 2014 at their Charity Vintage Fashion Show.

Guests will be invited to settle down at one of the candle-lit tables and will be prepared for the show with a glass of prosecco, tea or coffee and a fantastic array of cakes and sandwiches which are all included in our Afternoon Tea package from the Scottish Gallery & Café.

During the runway show Hearts & Minds will be proud to present ‘Miss Dixiebelle Vintage Hair and Beauty Parlour’ who will be creating appropriate glamorous looks for our Elderflower models as they strut their stuff wearing a selection of unique vintage fashion pieces from the independently owned, Edinburgh based boutique ‘Those Were The Days’. Throughout the event, there will be a selection of retro music hall sounds provided by the Gramophone DJ “Lord Holyrude”. Not only will all of this fabulous food and entertainment be included in the ticket price, but ticket-holders will also be automatically enrolled into our prize draw, with the chance to win some exclusive raffle prizes including: tickets to see Robbie Williams at Glasgow’s SSE, a behind the scenes tour of River City, a musical trip back to OZ with “Wicked” tickets and much, much more! –

Those Were The Days – is a independently owned, unique vintage fashion boutique situated in Stockbridge, Edinburgh. Providing a hand picked collection of vintage fashions, bridal wear, jewellery and accessories sourced from around the world.

Miss Dixiebelle Vintage Hair and Beauty – is a vintage hair & beauty parlour and retro clothing boutique based in Edinburgh

with a mobile styling service in Glasgow. Aiming to perfect the entire Rockabilly, Retro, Pin up or any vintage era from the 20's to the 60's look.

Lord Holyrude – Gramophone DJ spinning everything from Glenn Miller and Ella Fitzgerald to Artie Shaw to help create the perfect vintage atmosphere.-

The Hearts & Minds Charity Vintage Fashion Show is the first major event of its kind for Hearts & Minds with all proceeds going to the Hearts & Minds Elderflowers Programme which helps bring joy, hope and much needed interaction to elderly ladies and gentlemen across Scotland who suffer from dementia.

One of the key aims of our event is to help raise the awareness and understanding of dementia within the UK. According to a recent study, the current figure notes that there are 800,00 people in the UK with some form of dementia and that this is only set to increase within the next 25 years.

Due to this steady increase, Hearts & Minds believe that it is vitally important that these elderly ladies and gentlemen still have the opportunity to be stimulated, participate in the arts and are encouraged to interact and laugh.

Wednesday, March 26th, 2014 – 6.30pm till 8.30pm
The Scottish Café & Restaurant, The Scottish National Gallery,
The Mound, EH22EL

Submitted by [James McLaren](#)