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■ Models used the whole store as their catwalk at Jarrold as they showed off outfits from the womenswear collection.

Spring has sprung as vintage looks blossom at show

**NORWICH
FASHION
WEEK 2016**
Jemma Walker
jemma.walker@archant.co.uk

The message this weekend to the city of Norwich was that fashion never sleeps.

Even on Sunday, the day of rest, this year's Norwich Fashion Week venue was buzzing in preparation for The Vintage Show.

A starkly different runway to the one that featured at the beginning of



the week, it was transformed into a grass-green U-shaped catwalk decorated with flowers.

Welcoming the show's theme – Spring – the floral tones continued through to the clothing which featured pansy and dandelion prints.

The show at Open, the new home of Norwich Fashion Week, included summer clothing, lingerie and wedding attire ranging from the 30s to the 90s.

But the biggest cheer of the evening erupted when male models

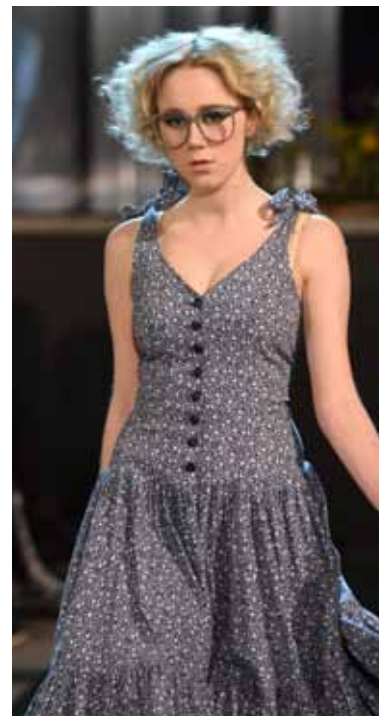


■ Some vintage styles including flamboyant looks for the chaps, from the show at Open.

in revealing ensembles took to the runway.

One male model wore underwear and a silk robe and another flashed his torso under an oversized fur coat.

Within the female collections the sweet, feminine notions of summer were contrasted with bright standout colours and sizeable crimped locks.



The evening, sponsored by Zaks Authentic American Diner, drew in one of the biggest crowds of fashion week.

Clothing from some of the city's best vintage and boutique stores were brought together at the show.

Stores included Upmarket Vintage, Prim Vintage, The Wedding Shed and

Retreat Vintage.

Over the weekend, pop-up events took place in shopping centres and retailers across the city.

Shoppers visiting into Chapelfield on Saturday were treated to a performance every 20 minutes in the summer garden installation.

Onlookers watched in awe as dancers appeared on the lower ground floor and performed a piece of contemporary choreography.

With spinning lifts and butterfly props, the spring/summer feeling filled the shopping centre.

A handful of retailers held their own fashion shows in-store, including Jarrold, John Lewis, Gap and Jigsaw. Jarrold held a holiday-themed show with models strutting around the store in the brand's womenswear collection.

Emma Harrowing, one of Norwich Fashion Week's directors, said: "There is lots more to come at NFW with Fashion Jam at the castle, the Designers Show at Open on Tuesday, the design and enterprise day on Wednesday, and finally Fashion Excess on Thursday. Also we are excited to welcome international designer Orla Kiely to Norwich Fashion Week on Wednesday."

→ To buy tickets for Norwich Fashion Week events, visit www.norwichfashion.co.uk/event

→ If you are a local designer taking part in Norwich Fashion Week, email jemma.walker@archant.co.uk



■ The runway was turned into a U-shaped garden for the vintage show and florals featured strongly in the collections.

Pictures: STEVE ADAMS

Apprentice is shortlisted for national award

An apprentice at Norfolk and Norwich University Hospital has been nominated for a national NHS award.

Sophie Bland, who joined the N&N in 2013 as a medical secretary, has risen through the ranks to become senior secretary for a consultant.

She has been shortlisted from the eastern region at the Celebrating NHS Apprenticeships ceremony in London this week.

The event forms part of National Apprenticeship Week, which starts on Monday.

She said: "I'm really excited to be attending the event in London and very proud to have been selected, not only on behalf of the hospital but also our apprentices in the region.

"I never thought that I would have been able to do what I am doing now because of my lack of experience but the apprenticeship has taught me what I need to know and on top of it all I absolutely love my job." She won apprentice of the year at the trust's 2015 staff awards.

Community vote wins approval

Brundall residents voted overwhelmingly in support of becoming a neighbourhood area at their referendum last week.

The vote followed a consultation spanning 2014 and 2015 on a possible neighbourhood plan, and six policies emerged which were backed by the electorate in Friday night's vote.

Some 91.894pc of the 950 voters who turned out were in support of the plans.

Parish clerk Sharon Smyth said: "This is an historic day for the parish.

"Once adopted officially we will be part of the planning process and will be able to be more considered and in greater detail following every planning application submission in the village."

→ For more information and to read copies of the plan, visit brundallpc.norfolkparishes.gov.uk/neighbourhood-plan/

Fire crews free trapped dog

Emergency services have rescued a dog after it became trapped in a barbed wire fence near Norwich.

It took a fire crew from Carrow around 20 minutes to free the animal from a fence off Stoke Road, Caistor St Edmund on Saturday.

A spokesman said the dog, believed to be a spaniel, had its paw trapped in the barbed wire. The fire service was called at 11.40am and used wire cutters to free it.

Events this week

This evening the Norwich Fashion Jam will reveal the outcome of a 24-hour challenge which began on Friday evening and saw people come together at The Forum to create a catwalk-worthy collection.

Working against the clock, they also faced the difficulty of creating their fashion lines from garments that were donated to Age UK.

The event is at Norwich Castle Museum and Art Gallery at 7pm.

→ Tomorrow the celebration of home-grown designers continues as the Designers Show will take place with a circus theme.

Sponsored by Canaries Official, there are a handful of shows throughout the day showing future trends at Open Norwich.

→ At 11am everyone is welcome at the Masai SS16 workshop at Jarrold.

→ Moving through the week a Design and Enterprise Day will take place at Open on Wednesday from 10-4pm for people interested in getting involved in the fashion world.

→ And at 7.30pm Vanilla Norwich will show their SS16 collection.

→ To close the week the Fashion Excess will bring Open to life with live music. The event on Thursday at 8pm will fuse together independent stores, local designers and high street retailers.

To buy tickets for events, visit www.opennorwich.org.uk



Shoe collection launches at Fashion Week

An international designer, who is based in Norfolk, has launched her new shoe collection for Norwich Fashion Week.

Anna Mudeka, a Zimbabwean-British musician, has embarked on a journey into the fashion world and created a vibrant range of women's shoes. Called the Mudeka Tribe, the pumps have been made using brightly-coloured traditional African tribal fabrics.

Anna Mudeka said: "Living in Norfolk has been like having tolerant and supportive parents while growing up. Whatever I have set out to achieve, the good people of Norfolk have always said 'yes, we are right behind you'.



"They have embraced me as a musician and artist and I am so grateful for that, so far they have been equally enthusiastic about Mudeka Tribe shoes."

The SS16 shoe collection is already proving popular online – with one pair even being inspired by the Canary Green shade associated with Norwich City Football Club.