

# Letter from the EDITOR



PHOTO ANTONY KELLY

**N**orwich Fashion Week (NFW) is not just about the looks on the catwalk or what fashionistas are wearing on the Frow, it's about celebrating the diversity of fashion and style in Norwich to help support local business, provide work experience for those aspiring to work in the fashion industry and set a platform to showcase the city's heritage in fashion and textiles.

Joy Evitt, chair of the Costume and Textile Association for Norfolk Museums and heritage advisor for NFW gave a talk at the NFW Design and Enterprise Day about how Norwich has over 300 years experience in the fashion and textile trade, and how the city is increasingly being seen as a place for fashion design again. Resident catches up with Joy for this month's Final Word on page 82.

As one of the directors of Norwich Fashion Week I have seen first hand how the organisation encourages those who want to work in all sectors of the fashion industry. From designing clothes (fashion and textiles students from City College Norwich and fashion graduates from Norwich University of the Arts showcased on the catwalk) and fashion photography (up and coming photographers worked alongside professional photographers at the shows), to working behind the scenes (hair and make-up for the majority of shows was created by Norwich School of Beauty, and City College Norwich students, who set up their own production company Paper Plane Productions, helped with the production of the main NFW shows). I have also seen how fashion is part of almost every element of our lives, from the clothes we choose to wear, to the places we like to eat, to how we decorate our homes. And this is what this issue is all about.

Of course, we cannot resist reflecting on the trends from the week, so you can read our report from page 25. After all, buying these looks helps support the local fashion and retail industry, which will in turn boost the local economy providing opportunities for all.

Emma Harrowing, Editor



### This month I am...

...congratulating the Faces of Norwich Fashion Week 2016 (pictured left). Chloe McInachan and Nigel Callaway beat hundreds of hopefuls to win this year's coveted crown after wowing the NFW board and model agency Sandra Reynolds. With past NFW model alumni going on to star in Britain's Next Top Model, sign to international modelling agencies or model for international campaigns and on the catwalks at London and Paris Fashion Weeks, you better watch this space!

### This month's contributors



**PAUL BAYFIELD**  
A big thank you to Norwich photographer Paul Bayfield who not only provided the images for our Norwich Fashion Week review (from page 25), he also shot this month's cover.



**JANE RICHARDS**  
Resident interior design expert Jane Richards took the trend for wearing home interiors literally when she made a dress out of fabric from Studio Job. See the results on the cover and page 65.