

# Norfolk has what it takes to dazzle...

**N**orwich Fashion Week (NFW) will celebrate its fifth anniversary in March, as the week-long event that celebrates style and fashion in our county returns for the fifth time. If this year's event is anything to go by, the week will be full of catwalk shows, in-store showcases, stylish shopping events, exhibitions and more.

Regular readers will know that as well as donning my fashion editor's hat I am also the chairman of the Fashion Week. At the moment the board of volunteers, made up of City College Norwich, Norwich University of the Arts, VisitNorwich, Jarrold, John Lewis, Costume and Textile Association and vintage and fashion bloggers, are working

There are many fashion designers in the region who are putting Norfolk on the fashion map, and if you are a designer or maker you could make an impact too, says fashion editor **EMMA HARROWING**.

behind the scenes to ensure that style from all sectors of the county are brought together - and hopefully, with the help of retailers, food and drink establishments and designers there will be a few surprises in store.

One of the main reasons NFW began is to provide a platform for up and coming designers and makers, who can market and showcase their collections through collaborations with retailers throughout the week, or

see their pieces modelled on the catwalk at The Designers' Show.

The week is increasingly encouraging bloggers and media (including your EDP and The Norwich Resident magazine) to report on the event and discover the next big thing when it comes to fashion design.

This year The Designers' Show was sponsored by Mercedes Benz of Norwich and was an event that uncovered new talent and embraced known Norfolk makers. The

result was a show that inspired and enthralled.

What is particularly interesting is that although NFW is about the fashions that are available to buy right now and not a nod towards future trends as per the international shows, the collections at The Designers' Show did give an insight to what would be the trends to buy into for the year. The geometric patterns seen in the collection by Madara Rozensteina and the crop tops and midi skirts in Sophie Allen's collection, are currently a strong look, and the capes which formed part of City College Norwich students' Cocoon collection are currently a style that is coming into the shops this autumn.

So as all eyes turn to 2015, I for one cannot wait to see what new styles will be coming from fashion made in Norfolk.

## The Designers' Show 2015

Are you the next Stella McCartney, Victoria Beckham or Henry Holland?

The Designers' Show is looking for budding designers to take part in the 2015 show as part of Norwich Fashion Week next March.

The Designers' Show, sponsored by City College, will be held at Epic Studios on March 10. The show will give new designers the chance to showcase their most exciting and innovative pieces, as well as providing hopefuls with a platform to present their work to Norwich fashion buyers and the public. Entry is open to designers and makers who live, work or study in Norfolk. The chosen designers will be required to showcase an eight-piece collection as part of the show.

The theme for the 2015 show is 'nature' and designers are asked to think about the brief in a wider aspect that could include human nature, the seasons or wildlife among many others.

To apply, contact show coordinator Fiona Muller for an application form. Email: [Fiona.muller@ccn.ac.uk](mailto:Fiona.muller@ccn.ac.uk)

Applications will be judged by members of the Norwich Fashion Week board based on interpretation and clarity of the 'nature' theme, and overall impression of the design. The deadline for designer submissions is November 14, 2014.



■ Madara Rozensteina. The Designers' Show at Norwich Fashion Week 2014.



■ Cocoon at the 2014 Show, which was sponsored by Mercedes-Benz Norwich. Pictures: BILL SMITH

## Trends



■ Whether you walk to work or you enjoy a bit of a ramble at the weekend the changeable weather means that you could get caught in a heavy down pour. Thanks to fashionable outdoor brand Hunter, wellies now come in ankle boot styles (£80 from Jarrold), meaning that you can keep your feet warm and dry without looking like you are going to a festival.



■ Emerald green is one of the colours for autumn, which gives another excuse to put this certificated natural 2.55ct emerald from Zambia with diamonds from Albrow & Sons on All Saints Green in Norwich on your wish list. At £6,950, this is a luxury item well worth saving for - or for putting on your Christmas list if you have a rich uncle!



■ There are many men's shirts out there that look great but require cufflinks. Whether you are into this look or not, these Paul Smith button cufflinks, £82.95, from Hatters on White Lion Street in Norwich give you the best of both worlds. They also give your look a colourful touch.

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