

Model's journey from Jarrold to Jacobs

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Last month, Amy Woodman was working in the gift section at Jarrold.

But she has left the silverware and candles far behind after being chosen to model for an international fashion campaign.

The 26-year-old, who lives in Loddon, has described her last few months as "quite a whirlwind", having been back and forth between London, New York and Norwich.

In September, she entered American fashion designer Marc Jacobs's social media competition to find a new cast for his January 2015 campaign.

She was one of 110,000 applicants from across the world. Entrants were asked to post two pictures to Instagram or Twitter and use the hashtag '#castmemarc'.

“When I run into friends in Norwich and they say it is amazing I don't really know what to say. It does not feel real

Amy Woodman, model in the January 2015 Marc by Marc Jacobs campaign

Amy said: "At the time I was trying to do a bit of modelling and working in a bar.

"One of my friends said I should give it a go and I just thought, 'what have I got to lose?'"

In October, when Amy was taking part in a shoot for Norfolk's Resident magazine, she received an email from the competition organisers saying they were sending her to New York in two days' time.

When she arrived, she was put in a room with 54 other successful applicants.

"I just thought that they would



■ Amy Woodman from Norwich modelling for the Marc Jacobs SS15 campaign. She was chosen from 110,000 applicants. Below, Amy modelling for The Norwich Fashion Week 2015 Vintage Show promo. Right, Amy on the cover of the November 2014 issue of The Norwich Resident magazine.

Pictures: JOE BLACK/PAUL BAYFIELD/PM

never pick me," she said.

"I was called up first to have my picture taken and for the whole time I was in the room I did not realise Marc Jacobs was there watching."

Amy made the final 12, who went on to feature in Marc Jacobs's January 2015 fashion campaign.

She said: "When I run into friends

in Norwich and they say it is amazing I don't really know what to say. It does not feel real."

Amy thanked her friends and family for their support.

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Next Top Model

In July 2011, Amy was a contestant in the UK and Ireland version of TV show Next Top Model, finishing eighth.

Based on the hit American show hosted by model Tyra Banks, the show sees would-be models battling to win a modelling contract and front cover shoot for a fashion magazine.

Thirteen contestants competed in the 2011 competition, which was presented by businesswoman and model Elle Macpherson.



Marc Jacobs

■ Marc Jacobs is an American fashion designer who was creative director of Louis Vuitton for 16 years.

■ His Marc Jacobs brand has nearly 300 high-end fashion stores in 80 countries.

■ The '#castmemarc' competition attracted entrants from all over the world.

■ In 2010, Time magazine listed him as one of the 100 most influential people in the world.



■ Amy Woodman and fashion designer Marc Jacobs.