

Norwich Evening News

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Rocking finale brings curtain

Norwich Fashion Week reached its climax yesterday with an explosion of music and style at Open. It rounded off a week of frills and frolics at quite possibly the biggest and best fashion week the city has seen yet. Reporter **SOPHIE BIDDLE** was there to experience the finale of the exciting fashion-filled whirlwind.

Fashion Excess sponsored by Bang & Olufsen closed the week and featured a rock and roll theme with the opportunity for the audience to party as much as they wished.

It was all about the late 1960s and the early 1970s rough and ready feel, with models sporting big and bouncy hair and a carefree attitude.

Last night saw a break away from the conventional catwalk with plenty of movement and dancing.

Instead of strutting down the catwalk, the models bopped around the stage accompanied by the music of Norfolk born groups The Big Alabama and Tibetan Night Terrors.

Alex Hill, the show's coordinator, said the inspiration for the music and fashion show was taken from the Victoria Secret show and Fashion Rocks.

But ultimately, the organisers strived to do something unusual to

NORWICH FASHION WEEK 2015

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create a party atmosphere to celebrate the end of the week.

Ms Hill said: "Fashion Week has been extremely successful for the retailers, designers and students. Each year it has grown and grown and this year was better than last.

"What I find really nice is that now people are saying to me they look forward to each year."

The course leader at City College Norwich added that the night was about good music and fashion coming together to culminate the week.

The retailers involved in the rock and roll finale were Lisa Angel, ego, Never Be Famous Clothing, Sevenwolves, John Lewis, Biba at House of Fraser, Catfish and Dogfish.

The models' hair and make-up was by Jackie Hamilton School of Beauty, who decided to embrace the party atmosphere by creating long, flowing curls.

The wonderfully eccentric fashion show was just one highlight of a packed week that has seen oriental-inspired vintage fashion, looks from the 1970s and models wearing materials such as felt and paper.

Norwich Fashion Week is sponsored by Norwich BID and The Norwich Resident magazine.

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