

Putting on the style for Fashion Week

Emma Harrowing

emma.harrowing@archant.co.uk

Whether you are interested in the new collections appearing on the high street, want to support independent boutiques, looking for something a bit alternative, or you want to see what the new generation of fashion designers in Norfolk are producing, Norwich Fashion Week 2015, in association with our sister style magazine The Norwich Resident, has a catwalk show for you.

Tickets to three of the main shows are now on sale – and with less than eight weeks to go until the launch of Norwich Fashion Week, organisers say that people are already making sure they have a seat.

Laura Gray, marketing manager at John Lewis and co-ordinator of the Mercedes-Benz of Norwich Retailers Show at Open, on Bank Plain, said that the launch show planned to kick-start the week of style with an explosion of inspiration.

“You can expect to see some of the best new fashion trends for 2015 from some of Norwich’s finest independent and national retailers including John Lewis, Jarrolds, Ginger, Trumbulls and Hatters just to name a few, creative hairstyles from The Gallery Haircutters and make-up by MAC in Jarrold. The show aims to give you a headstart to what trends to



■ Last year's Designers Show 2014, at Epic Studios.

Picture: ANDI SAPEY.

look out for in 2015 across fashion, beauty and hair.”

Norwich Fashion Week is not just about retail. The Designers’ Show sponsored by Norwich City Football Club, at Epic Studios, aims to show collections by some of Norfolk’s finest up-and-coming fashion designers.

According to Fiona Muller, from City College Norwich and co-ordina-

tor of The Designers’ Show, the catwalk show gives new talent the chance to break on to the fashion scene. “The show is a veritable smorgasbord of different styles and creations which are exciting on the eye and push boundaries with regards to construction and wearability,” she said.

The final show of the week is Fashion Excess, sponsored by Bang &

Olufsen at Open. The show celebrates the finale of Norwich Fashion Week with a fusion of fashion and music.

“For just £5 you can see two up-and-coming bands which we will announce soon, fabulous fashion and dance the night away,” said Alex Hill from City College and the co-ordinator of Fashion Excess. “The show is an explosion of sound, colour and excitement!”

Ticket details

■ The Mercedes-Benz of Norwich Retailers Show takes place at 8pm on Thursday, March 5, at Open. Tickets are £15 and are available from Open, Bank Plain and www.open247.org.uk

■ The Designers’ Show sponsored by Norwich City Football Club takes place on Tuesday, March 10, at 2pm and 7.30pm at Epic Studios. Tickets are £10 and are available from Epic Studios and [ego in intu Chapelfield, www.epicstudiosnorwich.com](http://www.epicstudiosnorwich.com)

■ Fashion Excess, sponsored by Bang & Olufsen takes place on Thursday, March 12, at 8pm. Tickets are £5 and are available from Open, Bank Plain, www.open247.org.uk

Tickets for the fourth main show – The Vintage Show sponsored by Wex Photographic – will be on sale by the end of the month.

■ Norwich Fashion Week 2015 is from March 5 until March 12. The week is sponsored by the Norwich Business Improvement District, City College Norwich and Sandra Reynolds.



Showroom exclusive deals

100s of deals

Pre-Loved and ex-demo products reduced to clear



Open daily from 10am. Frenbury Estate (opposite Asda), off Drayton High Road, Norwich, NR6 5DP.