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FEATURE

**Designer focus:** Hannah Smith

At last year's Norwich Fashion Week, City College Norwich student art and design Hannah Smith wowed the crowds with her take on the traditional floral fashion trend. Her 3D petal tiered floor length gown stole The Designers' Show at Epic Studios, and this March she is returning to the show with a brand new collection. "I enjoy couture as it involves pure imagination, creating inspiration for upcoming ready-to-wear designers," said Hannah. "Taking part in Norwich Fashion Week 2014 is one of the best experiences I've ever had, it was great to be part of such an exciting and busy environment and I cannot wait to take part in it again this year."

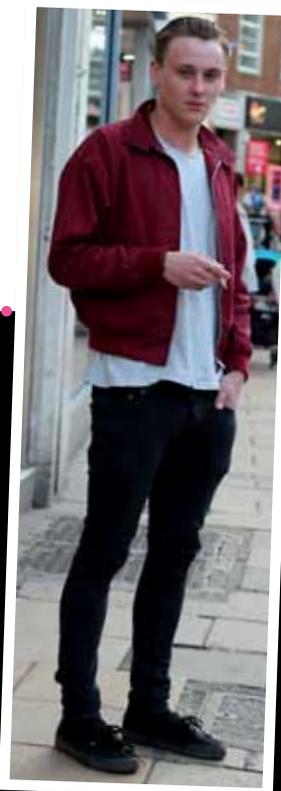
Hannah, who is now studying fashion and textiles at City College Norwich, describes her new collection as "minimalist but powerful - attention to detail is key."

→ You can see Hannah's collection and other Norwich designer collections on the catwalk at The Designers' Show at Epic Studios, Magdalen Street, on Tuesday, March 10.

**Street style:**

Student photographers from City College Norwich have been out and about to capture the styles you are wearing. Have you been spotted this week?

Alfie wears outfit from Norwich Market. Photo: Anna Lodge, City College Norwich.



As we all get ready to be inspired by the catwalk shows and in-store events at Norwich Fashion Week in order to update our wardrobes, Norwich Fashion Week itself has had a bit of a revamp. Thanks to Four Agency in Norwich, we have a new-look logo and branding which works with our ethic to promote Norwich as a fashion and shopping destination for all. Look out for our logos coming to some of your favourite shops and businesses in the city soon.

**Behind the scenes:** The Mercedes-Benz of Norwich Retailers Show promo shoot

Fashion took to the fast lane at the promotional shoot for The Mercedes-Benz of Norwich Retailers Show. The highly glamorous Mercedes G Class (used by fashion house DKNY to transport celebrities and models to their recent party in London) took centre stage as models wearing clothes from Ginger and Jarrold and jewellery from Winsor Bishop travelled around the city centre to capture the essence of style in Norwich.

Norwich and London fashion photographer Paul Bayfield worked with a fashion week team that included Debs Dominic from

Hairsmiths, makeup artist Natalie Tomblason, Norwich Fashion Week chair and Evening News fashion editor Emma Harrowing, assistant photographer Alex Thursby and the guys at Mercedes-Benz of Norwich on Barker Street, to come up with a series of images that promote Norwich the place for fashion for all.

→ You can see all the images from the shoot in the Norwich Fashion Week magazine, available from selected shops later this month and in the March issue of The Norwich Resident magazine.



# IT'S BACK FASH FANS

## NORWICH FASHION WEEK 2015

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### YOUR CITY YOUR STYLE

The Norwich  
resident

5-12  
MARCH

**Get your tickets for  
Norwich Fashion Week**

Tickets are on sale for all four of the main shows, so make sure you get yours before they sell out.

■ The Mercedes-Benz Retailers Show launches the week at Open, Bank Plain on Thursday March 5 with independent and high street shops taking to the catwalk. Doors 7.30pm for an 8pm show. Tickets £12 from OPEN, www.open247.org.uk

■ The Vintage Show sponsored by Wex Photographic at Norwich Puppet Theatre on Sunday March 8 showcases collections from vintage boutiques and vintage-inspired designers with

a oriental theme. There are two shows - 2pm (doors 1.30pm) and 7.30pm (doors 7pm). Tickets £10 from Norwich

Puppet Theatre, www.puppettheatre.co.uk

■ The Designers' Show, sponsored by Norwich City Football Club at Epic Studios on Tuesday March 10 showcases collections from local designers and up

and coming designers and makers. There are two shows - 2pm (doors 1.30pm) and 7.30pm (doors 7pm). Tickets £10 from Epic Studios www.epicstudiosnorwich.com and ego boutique into Chapelfield.

■ Fashion Excess, sponsored by Bang & Olufsen at Open mixes live music from local bands Tibetan Night Terrors and The Big Alabama with the latest fashion from independent and high street shops. Doors 8pm. Tickets: £5 from OPEN, www.open247.org.uk

■ Keep up to date with the style news from Norwich by subscribing free to the monthly digital edition of The Norwich Resident www.norwichresident.co.uk

→ Norwich Fashion Week 2015 runs from Thursday, March 5 until Thursday, March 12. Follow all the fashion week updates in your Evening News, www.eveningnews24.co.uk and www.norwichfashion.co.uk

