



3rd March 2009
PRESS RELEASE

SIZZLING SUMMER STYLE AT BRISTOL FASHION WEEK

**The Mall at Cribbs Causeway, Bristol
28th March to 5th April 2009**

For a fabulous day of fashion fun, grab your shades for Bristol Fashion Week at The Mall at Cribbs Causeway. The Mall's twice-yearly fashion event returns in March with nine days of style and beauty advice for the warmer season.

Sponsored by John Lewis, Bristol Fashion Week runs from Saturday 28th March to Sunday 5th April, with free pampering treats and 17 colourful catwalk shows previewing the fashion trends for Spring/Summer.

Fashion brands including Reiss, Jigsaw, LK Bennett and Whistles at John Lewis, Marks & Spencer, Coast, French Connection and Timberland are just some of those showing off their new collections.

The catwalk shows take place daily from Wednesday 1st to Sunday 5th April and are hosted by TV fashion stylist Mark Heyes and celebrity hairdresser Andrew Barton*. Tickets cost from £7.50 and are available from mallcribbs.com and The Mall's Information Desk.

"Vibrant colour is the main fashion story for Spring/Summer," says Mark Heyes, "so grab those shades and join us at The Mall for an explosion of eye-poppingly bright colours, glistening metallics and gorgeous summer accessories."

Andrew Barton is looking forward to returning to The Mall after his debut appearance last October. "We'll give you lots of tips on the new season's must-have items," he says, "and suggest how to inject fresh summer style into your wardrobe without spending a fortune."

Bristol Fashion Week begins on Saturday 28th March with the opening of the Joy Zone inside The Mall. Here shoppers can enjoy complimentary treatments including cosmetic makeovers, colour consultations, mini-manicures and Indian head massage.

Catwalk Schedule:

Wednesday 1 st April	11.30	1.30	5.00	7.00
Thursday 2 nd April	10.30	12.30	5.00	
Friday 3 rd April	10.30	12.30	5.00	7.00
Saturday 4 th April	10.00	12.00	2.00	4.00
Sunday 5 th April	12.00	2.00		

* Andrew Barton will host shows from Thursday 2nd to Sunday 5th April only (not Wednesday 1st April)

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For further information about Bristol Fashion Week, please contact:

Sarah King, PR for The Mall at Cribbs Causeway, on 07866 7800060

Or

Maria Crayton, Marketing Manager at The Mall at Cribbs Causeway on 0117 915 5302



10th February 2009
PRESS RELEASE

**DAZZLING COLOUR ON THE CATWALK AT BRISTOL FASHION WEEK
AT THE MALL AT CRIBBS CAUSEWAY**

Prepare to be dazzled by colour at Bristol Fashion Week at The Mall at Cribbs Causeway, says top TV fashion stylist and event co-host Mark Heyes.

With many of the new season's fashion collections featuring neon pink, orange and green, bright colour is **the** main fashion story for this Spring/Summer and will be seen in abundance on The Mall's catwalk.

After a difficult winter of bad news and cold weather, the vivid hues arriving in stores at The Mall are just the tonic we need to revitalise our sense of fun and our wardrobes, says Mark.

He advises: "You can have great fun with these bright colours. Wearing them in horizontal blocks from top to toe creates a high impact look. If this feels too strong for you, why not wear a bright colour to highlight a favourite part of your body or simply choose an eye-catching statement bag. This really is a feel-good trend and one that we can all enjoy."

With colour so prominent this Spring, choosing the right colours to wear has never been more relevant. Colour analysis has always formed an important part of The Mall's Fashion Week events and is by far the most popular consultation on offer.

Colour consultant Pat Ayerst has advised hundreds of women at The Mall's fashion events and alongside fellow consultant Julie Harvey, will be offering complementary consultations throughout Bristol Fashion Week.

“Wearing the right colours can make you look years younger and healthier too as they compliment the natural colours in your hair and skin-tone,” says Pat.

“A 10 minute consultation confirming which colours you should wear is one of the most important treats you can give yourself. It can give you confidence about what to buy when you’re shopping, it can totally rejuvenate your look and style, and it can draw attention away from problem areas.”

Pat’s top tips on using colour in your wardrobe this Spring

1. Find out if you have a warm or cool skin tone and wear colours to match. If you’re not sure, visit Pat or Julie for a free consultation during Bristol Fashion Week.
2. Embrace the new bright colours and wear them to emphasise your best features.
3. For a softer look, opt for pastels or nearly nudes and off-set the look with one of the season’s accent colours like purple, red or yellow.
4. If you love a colour and it doesn't suit you, use it in your accessories.
5. Wearing the same colour all over will make you look taller; conversely different blocks of colour worn on your top and bottom half will give the appearance of reducing your height.

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PRESS RELEASE

Be a Mall Model at Bristol Fashion Week

The Mall at Cribbs Causeway is looking for five ladies of any age or size to join the professional models on the catwalk during Bristol Fashion Week.

The five volunteer models will receive a personal style session with TV fashion stylist Mark Heyes and then get to keep the outfit he selects for them. They will also have their hair and make-up specially done for their catwalk debut.

The Mall Model Makeover is one of the most popular scenes in the catwalk show. If you'd like to be picked for this fabulous makeover opportunity, please visit mallcribbs.com for details of how to apply. All applications must be received by midnight on Sunday 8th March.

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