



NEWS RELEASE

Students bring free catwalk show to Preston

It may be a far cry from the catwalks of London and Paris, but two students from the University of Central Lancashire are getting to grips with the world of fashion by organising a catwalk show for one of Preston's top stores.

Clare Townsend, 20, from Freckleton, and Lindsey Berry, 21, from Liverpool, are organising a free fashion show for the city's River Island store on Fishergate. Between them, they'll take responsibility for all aspects of the show's preparation, from recruiting models and selecting outfits to overseeing the event on the night.

Clare and Lindsey met when they both chose to do a 'Live Student Project' elective, which requires them to undertake a project on behalf of an organisation outside the University. With Clare studying for a degree in retail management with fashion and Lindsey studying International Business, they are proving to be the ideal team to organise a fashion event.

Show organiser, Lindsey Berry feels the timing is just right for the fashion show. "Why should Paris and Milan get all the best fashion shows? Preston is a city too and there are loads of people here who are interested in fashion. Clare and I wanted to take this opportunity to organise a really professional, yet free, catwalk show for everyone here to enjoy."

The free show will take place on Wednesday 17th April between 6pm and 8pm at the River Island store on Fishergate in Preston. Male and female models, selected by the students will take to the catwalk to show off a selection of the store's latest spring and summer lines.

-ends-

15th April 2002
nr042kjf

For further information: Please contact Lindsey Berry on 07813 060197.