

BRIGHTON FROCKS

BRIGHTON FASHION WEEKEND RETURNS FOR MORE FUN AND FROLICS 22nd – 24th May 2009, Hilton Brighton Metropole and venues across Brighton

Fashionistas should make a date this May Bank Holiday for an exhilarating weekend of fashion events taking place in the hip south coast resort of Brighton. Running from Friday 22nd to Sunday 24th May, Brighton Frocks Fashion Weekend promises to be bigger and better than the past five years.

Visitors to Brighton's Fashion Weekend will be treated to a showcase catwalk show on Friday 22nd May at the Hilton Brighton Metropole featuring Tom Lipop's first collection (star of Sky One's Project Catwalk), alongside Brighton designers Renaissance, Suzie Turner, Jo Fleming and Gresham Blake. Also on offer over the weekend are shopping emporiums (sponsored by the George Alexander Group), open studios, workshops and fashion installations across the city. The event is also supporting breast and cervical cancer research.

Brighton has always been a creative hub, attracting the likes of Julien McDonald who studied Fashion Textiles at Brighton University and Barbara Hulanicki, fashion designer and founder of Biba. Last year's Brighton Frocks Fashion Show saw Karen Millen on the front row, alongside creative directors from M&C Saatchi, Brighton girl about town Zoe Ball, plus other influential figures in the fashion world. The event won many plaudits, being named 'Event of the Week' by Grazia, as well as featuring on Channel 4's Gok's Fashion Fix.

Brighton Frocks was born out of a desire to promote the city's eclectic fashion industry and celebrate the diversity of talent. Its long-term aim is to establish Brighton as a recognised style centre with its own annual Fashion Week. The first Brighton Frocks took place in 2005, a free catwalk show featuring the work of 12 designers. Last year saw the arrival of the first weekend-long event, with the Frocks Fashion Show selling out in hours.

Budding designers can also take part in the Brighton Frocks Fashion Emporium, a two-day (23rd to 24th May) sale of clothes, textiles, jewellery and eyewear within the Hilton Brighton Metropole. Entry to the Emporium is free and once inside visitors will be able to pick up one-off pieces, from hand-stitched frocks to gorgeous hats. They can also enjoy makeover areas, catwalk shows, demonstrations, DJs and much more.

Event organiser, Liz Bishop says, "Brighton Fashion Weekend is going to be huge. The venue is bigger, the production is slicker and the standard of designers taking part in the Frocks Fashion Show will be even better than last year, which is a hard act to follow!"

"The city-wide event is a chance for everyone involved to shine and show the rest of the UK and beyond what Brighton has to offer in terms of style and fashion," Liz adds. "Visitors to Brighton Fashion Weekend will be treated to a whole weekend of parties, fashion-related activities and catwalk shows, and they should make sure they book their tickets early this year to avoid disappointment."

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BRIGHTON FASHION WEEKEND

When: Friday 22nd May to Sunday 24th May 2009
Where: Various venues throughout the city
Price: Varies depending on event
Myspace: www.myspace.com/brightonfrocks
Website: www.brightonfrocks.com

BRIGHTON FROCKS THEATRICAL FASHION SHOW

When: Friday 22 May 2009
Where: Oxford Suite, Hilton Brighton Metropole
Price: £13, £11 concessions (£9 for early booking concessions)
Booking: www.brightonfestivalfringe.org.uk
Telephone: 01273 709 709
In person: Over the counter at the Dome Box Office
Time: Doors open at 7:30pm
Myspace: www.myspace.com/brightonfrocks
Website: www.brightonfrocks.com

BRIGHTON FROCKS FASHION EMPORIUM

When: Saturday 23rd May to Sunday 24th May 2009
Where: Viscount Suite, Hilton Brighton Metropole
Price: FREE
Time: Saturday 10am – 6pm and Sunday 10am – 5pm
Myspace: www.myspace.com/brightonfrocks
Website: www.brightonfrocks.com

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