

ALTERNATIVE FASHION FEST
PRESS PACK

WHAT IS IT?



With almost 20 years in the mainstream fashion industry, as an alt girl, it's been an interesting experience to say the least.

I've seen diva designer strops, model meltdowns, too many hair extensions, too short skirts – but not once have I seen a celebration of the amazing fashion that our alternative community has to offer until now.

With a socially conscious message against prejudice and hate crime, we plan to raise funds for both The Sophie Lancaster Foundation and a local cause in each city as we take our unique and diverse show on the road on our UK tour and we'd love you to join us!

We have shows planned for the following cities:

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| *Liverpool (9/10/15) | *Manchester (30/10/15) |
| *Birmingham (27/11/15) | *London (18/12/15) |
| *Newcastle (26/2/16) | *Cardiff (18/3/16) |
| *Preston (22/4/16) | *Surrey (27/5/16) |
| *Edinburgh (24/6/16) | *Dublin (22/7/16) |



Launch Date!

We will be launching the tour at our original venue Circo, Albert Dock, Liverpool on Friday 9th October 2015. Doors open at 7.30 with the show starting at 8.30pm.

With this exquisitely unique location, perfectly fitting for the occasion, Circo are busy designing our very own 'Eccentrico' cocktail (and mocktail!) and some after show 'nibbles platters' so guests can stay and party on in style.



Want to know the best bit?

Alternative Fashion Fest is a socially conscious show with the aim of raising as much awareness as possible, along with a percentage of ticket sales for our chosen charity, The Sophie Lancaster Foundation, and a local cause in each city so that we can have a positive impact on as many people as we can.



Please visit www.thesophielancasterfoundation.com for Sophie's story and the amazing work done by her family to **S**stamp **O**ut **P**rejudice, **H**atred & **I**ntolerance **E**verywhere.

We have some fabulous Alternative models storming the catwalk and the most tattooed man in Britain, BodtArt joining us as our special guest, along with some awesome performers and entertainers.

We have some alternative vintage, latex and steampunk designs along with collections from 'mainstream' designers showing that all styles can blend together in perfect harmony, as should the people who adopt them!

The soundtrack to the night got the biggest applause on our pilot show with some rockin' tunes and kick ass mainstream/metal mashups to give you a taste of our amazing subculture and what we have to offer.

I would like to officially invite you to attend the show of your choice, with VIP seating and a welcome drink on us. Please RSVP with your city so we can send you more details and organise your seats, and if you are unable to attend but would like to help me spread the word with a press release/review/editorial piece I would be extremely grateful so please let me know. You can reach me on my personal email:

Janebellis@icloud.com

Thanks for your time, and I'll look forward to seeing you there!



Jane Bellis
x

Jane Bellis

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