



# CITY *wide*

## **Have You Got What it Takes to be Ireland's Freshest New Face in Fashion?**

The **Dublin Fashion Festival** has joined forces with 1st Option Model Management to seek out the country's hottest new model. As part of the already brimming festival programme, the model search will take place on Friday, 9th September between 2.30 and 5.30 in the **Dublin Fashion Festival** HQ in the old Waterstones building on Dawson Street. There, model hopefuls can meet with the industry-expert judging panel to see if they can make the cut to be Ireland's freshest face in fashion.

The stellar judging panel will include the face of the festival Sonya Lennon and Jules Fallon, co-founder and MD of 1st Option Model Management. The winner will receive a much-coveted three-year modelling contract with 1st Option Model Management, a front cover photo shoot for The Dubliner Magazine, jewellery worth €600 from top jewellers Pandora and an A-Wear goody bag.

Application forms for the **Dublin Fashion Festival** Model Search can be picked up in upcoming issues of The Dubliner Magazine every Thursday between now and the festival. A completed application form must be submitted at the festival HQ in order to be considered for entry.

The shortlist of finalists will be selected on the Friday of the festival and the winner will be announced at the festival HQ on Sunday, 11th September at 3.30pm. Jules and her fellow judges will be looking out for models with a special something that will make them stand out from the crowd and who can be versatile, both on the catwalk and in photo shoots.

The competition is open to females only, ages 14 to 21. It is advised to come along with a natural make-up look, an outfit that flatters your figure and to wear stilettos and a handbag.

For more information see [www.dff.ie](http://www.dff.ie)