



DUBLIN

FASHION FESTIVAL

Chanel

FASHION City

The **Dublin Fashion Festival** returns today with a host of events taking place in shops, salons, bars and restaurants across the capital until Sunday. Expect a series of fashion and style masterclasses, special offers and discounts (from 10-30 per cent) and exclusive events, all in time for the Autumn/Winter season. Here's our highlights...

COVER GIRL

Brown Thomas is keeping their doors open until 11pm on Thursday for the 'Vogue Experience'. Enjoy a complimentary beauty makeover before getting ready for your close-up with their in-house photographer. The shot will then be superimposed on a cover of *Vogue* magazine for you to take home. Also on the night, former model and stylist Erika Gibbs will be giving her top tips and advice on decluttering your wardrobe. DJs and musicians will provide the soundtrack and five guests will win a sleepover in one of five 5-star hotels in the city. From 6pm, Brown Thomas.

FRONT ROW

Fashion HQ (the old Waterstones building on Dawson Street) will host a series of themed catwalk shows, allowing you to preview the Autumn/Winter '11 collections from the comfort of your seat. Thursday's shows are based on 'Street Style/Urban Chic': how to achieve slick city style, whatever your budget. The shows will take place at 1.15pm, 6.30pm and 7.45pm. Saturday is given over to 'Fast Fashion', and will heavily feature the high street brands that make the catwalk trends instantly accessible. Take your front row seat at 12.30pm, 2pm or 3.30pm.



BEAUTY BOOTHS

We rather like the idea of the *Maybelline Beauty Booths*, which will be positioned at the top of Grafton Street (Stephen's Green), Castle Market, Henry Street and O'Connell Street. Drop in for free beauty advice and complimentary makeovers - if only it could always be like this. Thursday 4pm-7pm and Saturday 12pm-6pm.

ON THE RAILS

There's nothing like a rummage in somebody else's closet, particularly if that person is stylist Sonya Lennon. Sonya will be showcasing the pieces that she has stored over the last few years in the hope that they will become heirlooms for her daughter when she's older. The stylist and TV presenter will also be talking attendees through the pieces and explaining why they are still so special to her. Thursday, 6pm, Fashion HQ.



Arnotts

DRESS FOR LESS

Dozens of Dublin shops – department stores, high street brands and boutiques – will be offering discounts (between 10-30 per cent), special offers and free gifts throughout the festival. Arnotts will be hosting in-store fashion installations, complimentary makeovers, complimentary personal shopping, in-store fashion promotions and gifts with purchases. While on the other side of town, Costume and vintage treasure trove Horse and June are offering 15 per cent and 25 per cent off respectively to those who mention the festival. See dff.ie for more discounts.



DUBLIN'S NEXT TOP MODEL

Hundreds have entered the DFF/Evening Herald Model Search. The lucky winner will receive a three-year modelling contract with 1st Option Models and a cover shoot with this very magazine. To enter, bring a recent photograph of yourself to Fashion HQ between 2.30pm and 5.30pm on Friday. Otherwise, you can cheer on the aspiring models at the final at 3.30pm on Sunday. Work it girls.

STYLE SCHOOL

A cadre of fashion and beauty experts will be leading seminars at Fashion HQ for the duration of the festival. On Friday, Louis Copeland is heading up a Style School for Guys at 1.30pm, while the team at LA Makeup Academy is running a make-up masterclass at 6.30pm. On Saturday, blogger Annmarie O'Connor will be telling shoppers how to look stylish on a shoestring budget at 1pm, while Helen O'Reilly from the Irish Burlesque School will be teaching attendees how to master walking in high heels... with a sexy swagger. Check out the programme for more.

DEALS ON MEALS

A number of Dublin restaurants have got into the spirit of the festival by offering up tasty meal deals to shoppers. Our favourites include the **Fashion Festival** menu at Gotham Café (St Anne Street): three courses and a glass of wine for €25, while Il Vignardo on Store Street is offering three courses and a glass of prosecco for €20.



CUT-PRICE HAIRDRESSING

The official DFF hair sponsor, The Art Team (beside BT2, Grafton Street), is offering 50 per cent off ladies' styling cuts: they cost just €30 all day Thursday, Friday and Saturday. Tel: 671 2255.



PAST PRESENT

Rummage for a vintage gem at the Barnados vintage clothing store. Back by popular demand, the pop-up shop will be in situ at Fashion HQ for the duration of the festival and the Barnados Style Team will be on hand to offer their advice.



BEAUTY BOOTY

This is the weekend to treat yourself to some pampering, with a number of salons marking down their prices and offering all manner of complimentary treatments. Naildressers (22 Drury Street) is offering 20 per cent off all treatments all weekend when you mention the festival (1 treatment pp) and a two-for-one discount on Brazilian/Hollywood waxes. Tel: 672 9922.

For more information, see dff.ie

FITZWILLIAM FASHIONISTA

The Fitzwilliam Hotel – the ideal vantage point for shopping – is running an overnight offer especially for the event. Festival attendees will enjoy a mani-pedi on arrival and can avail of a **shop and drop** service should they be laden down with shopping bags. The deal also includes dinner in the hotel's Citron restaurant and a full Irish breakfast the next morning. €99 per person sharing; fitzwilliamhotel.com/dublin