



# Dublin Fashion Festival Returns

The annual style spectacle that is the Dublin Fashion Festival returns this September 8th to 11th, celebrating all that is great about style in Dublin's fair city. Hosted by this year's Face of the Festival, Sonya Lennon, the Dublin Fashion Festival is the brainchild of Dublin City Business Improvement District (BID). Dublin City Business Improvement District represents over 2,500 businesses in the city centre and works with its partners to enhance the appeal of the city centre as a place for shopping, recreation and business development; by increasing footfall and improving overall trading performance.

Over the course of the weekend, a host of exciting interactive sartorial happenings will unfold in this year's fashion HQ, in the old Waterstones building on Dawson Street; including live fashion shows, styling workshops and intimate talks and interviews with top Irish fashion industry experts. Face of the festival, Irish fashion icon, stylist and TV presenter, Sonya Lennon, will also attend the festival HQ throughout the weekend to MC the fashion shows, host a makeover master class, and maybe even give you a sneak-peak insight into her own journey through fashion. Festival goers who are inspired by the festival HQ programme, can then let loose on the streets of Dublin with participating stores, bars, restaurants and hotels

throughout the city running special offers, competitions, in-store activity and much more. Each of the days over the course of the Dublin Fashion Festival will be themed to represent every fashion taste, from the diehard designer label junkie to the unwavering high street fashionista. Festivities will kick off on Thursday, 8th September with a day entitled 'Street Style/Urban Chic'. The day will feature three fashion shows at 1.15pm, 6.30pm and 7.45pm, which will showcase autumn/winter collections from top Dublin stores to demonstrate how to nail the slick city look, no matter what your style. Friday at the Dublin Fashion Festival will be all about taking advan-

tage of the wealth of fashion knowledge on hand at festival HQ. Whether you want to complete your look with a killer up-style, take the plunge into the world of red lips or get to grips with taking your look from day to night, festival HQ is the place to be. With industry experts from the world of fashion, hair and make-up, equipped with insider knowledge, Friday's HQ will become a style school for one and all. Joining the ranks of this team of fashion gurus, Sonya Lennon will host a makeover master class to show people how to take your look from drab to fab, in a few easy steps. Saturday will focus on 'Fast Fashion' and will applaud all that is great about fashion's ability to keep us excited and interested, with constant-

ly evolving styles, new innovations and revivals from years gone by. With three shows happening throughout the day, this is a spectacle that will

inspire and delight, and get you thinking about how you can take the next season's looks from the catwalk to your wardrobe. The Dublin Fashion Festival is a free access event, so you can get your fashion fix free of charge and save your 'spends' to splurge in the shops!

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



