



# Capital style is all the fashion

**D**EDICATED followers of fashion were out in force on Thursday night for the launch of the **Dublin Fashion Festival**, which this year runs from September 8 to 11.

The brainchild of Dublin City **Business Improvement District**, it aims to showcase the very best of **Dublin fashion** through a week-end-long programme of interactive events.

Guests at the event toasted the upcoming festival with a sparkling glass of fine wine, while live airbrush

make-up demonstrations by the LA Make-Up Academy provided guests with an interesting insight into how the pros do it.

The creativity continued in the form of hat-making demos provided by the sophisticated and quirky vintage darlings from Om Diva boutique.

The highlight of the evening was the fashion show styled by agent Jules Fallon and MC'd by face of the festival, Sonya Lennon, which gave guests a taste of what's to come during the festival.

In attendance on the night were stylists Mark Andrew Kelly and Courtney Smith, jewellery designer Helen Steele, TV personality Craig

Doyle, dress designer Heidi Higgins and co-designers for new clothing label, Sequins and Threads, Emmy Slattery and Avril Blakely.

Over the course of the festival weekend a host of interactive sartorial happenings will unfold in this year's fashion HQ, the old Waterstones building on Dawson Street. Watch out for live fashion shows, styling workshops and intimate talks and interviews with top Irish fashion industry experts.



Fashion icon and stylist Sonya Lennon posed with an army of mannequins to launch the **Dublin Fashion Festival** 2011 which runs from September 8 to 11.

Picture: Leon Farrell/Photocall Ireland



Sonya Lennon turned on the style at the **Dublin Fashion Festival** launch.



Photographer Lee Malone and stylist Courtney Smyth at the launch.



Model Irma wearing an outfit from the Powerscourt Design Centre at the launch.

Picture: Arthur Carron/Collins



1st Options Trish Fallon and partner James Whitehead at the **fashion festival** launch.