



Dublin Fashion Festival Returns

Dublin City Business Improvement District Celebrates Dublin Fashion

Hosted by Sonya Lennon | 8th - 11th September 2011.

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 (**DCBID**). 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 through to Sunday, 11th September. 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.

