



## Dublin to become style capital

**THE capital is set to become style central when it hosts the Dublin Fashion Festival from September 8 to 11.**

To celebrate all that is great about style in the fair city this year's event will feature live fashion shows, styling workshops and intimate talks and interviews with top industry experts.

Irish fashion icon, stylist and TV presenter, Sonya



● Irish fashion icon, stylist and TV presenter, Sonya Lennon, will be the Face of the Dublin Fashion Festival.

Lennon, will be the Face of the Festival, which is the brainchild of Dublin City Business Improvement District (BID).

The organisation represents over 2,500 businesses and works with its partners to enhance the appeal of the city centre as a place for shopping, recreation and business development.

The launch of the festival took place in the Westin Hotel with Jules Fallon of 1st Option Models styling an amazing fashion show.

It also previewed some of the exciting interactive sartorial events that will unfold in fashion HQ at the old Waterstones building on Dawson Street over the weekend.

Sonya will also attend festival HQ throughout the weekend to MC the fashion shows, host a makeover master class, while offering a sneak-peak insight into her own journey through fashion.

Festival goers who are inspired by the 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 and in-store activity.

Festivities kick off on Thursday, September 8 with a day entitled 'Street Style/Urban Chic'. It 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.

Friday at the Dublin Fashion Festival will be all about taking advantage of the wealth of fashion knowledge on hand at festival HQ.

With industry experts from the world of fashion, hair and make-up, and all equipped with insider knowledge, Friday's HQ will become a style school for one and all.

Sonya will also host a makeover master class to show people how to take a look from drab to fab in a few easy steps.

Saturday will focus on 'Fast Fashion' to applaud all that is great about fashion's ability to keep fans excited and interested.

With three shows happening throughout the day, this will be a chance to get fashionistas thinking about how to take next season's looks from the catwalk to the wardrobe.

The Dublin Fashion Festival is a free access event. For more information see [www.dff.ie](http://www.dff.ie)