



Fashion Centre

Luring people into Dublin city centre at weekends isn't as easy as it used to be. Just ask **Richard Guiney**, chief

executive of the Dublin City **Business Improvement District**, an organisation with the brief to increase footfall in the city centre.

Retailers pay an annual levy to DCBID and in return Guiney and his team use the money to plant flowers, clean up graffiti

and organise special events. The organisation's latest idea is to host **Dublin Fashion Festival** over the weekend of 8-11 September. The weekend will include a number of free events, including live fashion shows presented by TV presenter Sonya Lennon (pictured), styling workshops and talks with fashion industry experts in various venues.

In October, DCBID is running **Dine in Dublin** week, during which a number of restaurants will offer discounts of up to 50% on their menus. See Dublincitybid.ie.

