



PRESS RELEASE

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FASHION 2008 at the Guildhall Shopping Centre, Stafford

Do you know what styles are in this season? Do you know what the latest colours and must have accessories are this year? If you would like the answers to these and many more questions then make a date to visit Fashion 2008, sponsored by California Prunes at the Guildhall Shopping Centre, Stafford.

On Sunday 20th April, 3 fashion shows will be held (at 11.30 am, 1.00pm and 2.30pm) and professional models will showcase the latest styles and colours from Wallis, River Island, QS, Evans, JJB Sports, Rigout Menswear, JD Sports and other Guildhall shops. There will also be hair and make-up demonstrations by Supercuts and Body Shop as well as prune sampling from California Prunes.

Between the shows, the fantastic dancers from Dance Loft, who are based in Longton, Stoke-on-Trent, will be livening things up with their energetic dance routines. In addition, there will be music and competitions as well as the popular "Stafford's Kind of People" where local people are given the opportunity to show off their talent on stage. All you have to do, is turn up on the day (with any pre-recorded music you may require), get up on stage and have a go! In typical X-Factor style, the performances will be judged by our panel and there are over £100 worth of Guildhall gift vouchers to be won!

Anne Graham, Marketing & Promotions Manager at the Guildhall said "We have held fashion shows in previous years in the Market Square. This time we have decided to bring the event indoors, so even the British weather will not dampen the day. By bringing the event on to the malls, we can create a catwalk in excess of 130 feet in length which is really exciting.

"We are very pleased to announce that California Prunes are the official sponsors of Fashion 2008. They will be joining us on the day to promote California Prunes which have been chosen as the official snackfood of the England Netball team due to their dietary benefits and superior quality. We will also be joined by their mascot Prunelope and there will be lots of free giveaway sample packs to encourage people to eat prunes as a healthy choice".

With free parking on the Guildhall's multi-storey car park and free light refreshments this really is an event not to be missed.