

Scotland's New Face 2008

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COULD YOU BE THE NEXT KIRSTY HUME? SCOTLAND'S NEW FACE 2008 SPONSORED BY WAREHOUSE LAUNCHES ON 4TH JUNE 2008

Glasgow, Scotland, 4th 2008 - The Scottish Fashion Awards (www.scottishfashionawards.com) have announced today that they have partnered with leading high street fashion retailer Warehouse to search for 'Scotland's New Face 2008'. The scouts will be looking for fresh Scottish faces from across Scotland and around the world to compete in this exciting new competition. From an eventual short list of twenty new faces, four finalists will have the chance to model in 'Catwalk Caledonia' a series of fashion interludes at the glittering Scottish Fashion Awards 2008 event at Stirling Castle on 29th June. The new faces will be judged by a panel of leading fashion experts including Louise Roe, former face of Vogue TV and fashion television presenter, fashion photographer Stephen Kearney, founder of Scottish Fashion Awards Tessa Hartmann, top Scottish fashion publicist Ejay McEwan, Fashion Stylist of The Daily Record Julie Hannah and Warehouse Marketing and PR Director Lorraine Pringle.

Louise Roe said: "I have worked with models throughout my career and I am very excited to be on the panel for 'Scotland's New Face 2008'. I can't wait to see what Scotland has to offer; from my recent experience as a judge on 'Britain's Next Top Model' I am aware that there is a lot of undiscovered talent out there. I personally love the old school super models and in the past I have interviewed Claudia Schiffer, Naomi Campbell and Elle MacPherson. I am looking for a girl that has something they possess; which is more about character and a certain captivation which I believe in the world of modelling to be more important than having the "right" look."

The overall winner will be announced on the night at Scotland's premier fashion and style event in front of fashion royalty including Daphne Guinness, Christopher Kane, Graeme Black, Dolly Jones (Editor of Vogue.com), Jennifer Uner (Founder of Los Angeles Fashion Awards) and will be crowned 'Scotland's New Face 2008'.

The winner will also receive £1000 to spend at Warehouse, one of the most directional young fashion brands on the high street. Official Haircare partner Toni and Guy, with their reputation as a fashion led hairdressers, will give the finalists and indeed the winner of 'Scotland's New Face 2008' a complete new look.

Lorraine Pringle Marketing and PR Director for Warehouse said: "We'll be looking for a girl with a fresh, unique look who stands out from the crowd. She needs to have good skin and hair and be at least 5'8 with a strong walk. As fashion models cover many remits including catwalk, editorial and international advertising campaigns, we will be looking for a girl with versatility"

To complete the fabulous prize, the winner of 'Scotland's New Face 2008' will work with Scotland's leading creative team to produce a high fashion portrait for their portfolio. One of fashion's most sought after snappers, Scot of the moment Stephen Kearney, fashion stylist Lindsay Campbell, top make up artist Mailin Haddow and experts from award winning fashion PR agency TFF, will work together to create the winner's first portrait.

Tessa Hartmann said: "We are looking for an inspirational face that can deliver charm and personality in front of the camera. This is about high fashion and as such the competition will be extremely high. The winner will need to tick all the boxes from delivering the right walk on the catwalk to being able to transform her look for the sake of fashion."

As Ejay McEwan who will be scouting across the nation pointed out, it's not all glamour: "Some days she will be an exhausted mannequin, with endless hours of waiting about at rehearsals and other days she will simply radiate from the pages of fashion glossies. But most of all she will possess the inimitable personality traits that make her look and style unique. That's what I'm looking for".

You don't have to live in Scotland to enter but you must be Scottish by birth. So if you are Scottish and live in Glasgow, Stirling, New York or Paris and you think you could be 'Scotland's New Face 2008', log onto to www.scotlandsnewface.com and register now. Do you have what it takes?

ENDS JUNE 2008

EDITORS NOTES:

- www.warehouse.co.uk - Design for the high street creating a directional brand experience that is exciting, inspiring and personal to the customer. Styley, Confident, Sexy, Glamorous, Edgy, Clean, Individual.
- 'Scotland's New Face 2008' is open to females aged 15 yrs and over. Entrants are asked to submit their details on line and will be contacted if they are successful. By uploading their

imagery, they agree to abide by the terms and conditions as outlined on www.scotlandsnewface.com Entries must be uploaded by 4pm on 18th June. The top 20 finalists will be published on line by 20th June and the final 4 finalists will be published on line by 27th June. Finalist must be available to appear at the Scottish Fashion Award on Sunday 29th June at Stirling Castle.

- For more information please contact either Tessa Hartmann or Ejay McEwan - The TFF Agency - 01236 826555. M. 07785 285242 or M. 07951 829090. www.scottishfashionawards.com or www.scotlandsnewface.com
- Interviews with selection panel and model imagery available upon request.