Press Release
November 2011

Select MODEL MANAGEMENT | OSOYOU.COM Search. Shop. Share | CLOTHES SHOW LIVE IN ASSOCIATION WITH SUZUKI 2–7 DECEMBER 2011 NEC BIRMINGHAM

The search begins for the Face Of Clothes Show Live 2012

Select Model Management and OSOYOU.COM are scouting to find the face of the UK's largest fashion & beauty event for 2012

Clothes Show Live *in association with Suzuki,*
2 – 7 December 2011, Birmingham NEC

Face of Clothes Show 2011: Mel Titmuss (Photography by Patrick Lindblom, courtesy of Select Models)

Clothes Show Live *in association with Suzuki* teams up with the every budding model's most wanted agency, **Select Model Management** and the UK's leading social shopping network **OSOYOU.COM** in search of the next Agness Deyn or Naomi Campbell as the search for the prestigious Face of Clothes Show Live 2012 begins.

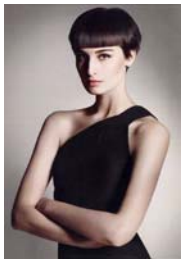
Clothes Show Live *in association with Suzuki* today announces that this year's search for the **Face Of Clothes Show Live** has begun. The winner will be propelled into the limelight and feature on all advertising and marketing campaigns for Clothes Show Live 2012, the ultimate platform for any aspiring model.

As the largest and most prestigious fashion and beauty event in the UK, Clothes Show Live has gained a concrete reputation as the leading model-scouting destination in the UK and famed for scouting A-list stars including the likes of Erin O'Connor, Cat Deeley, Holly Willoughby and Vernon Kay. This year, Clothes Show Live has again partnered with **Select Model Management**, www.selectmodel.com, one of the most successful international modelling groups in the world and widely regarded as the number one agency in Britain and **OSOYOU.COM**, www.osoyou.com, the UK's leading social shopping network, to find this year's winner. This year's search for a star is set to draw in thousands of young hopefuls to Birmingham's NEC from 2-7 December.

Today, OSOYOU.COM launches the dedicated online competition where visitors to the site will be invited to send in their photos via http://www.osoblog.tv/2011/10/competition_could_you_be_the_n.html and the most promising models will be picked by the editor, Jess Markwood and put forward to the public vote. The five winning models selected by visitors to the site will be sent to Clothes Show Live to meet the Select Model Management team and be in with the chance of becoming the Face Of Clothes Show Live 2012.

Cat Deeley

Holly Willoughby



Erin O'Connor

The winner will make it on to the hugely sought after Select books alongside some of the modelling world's biggest names including Stella Tennant, Agness Deyn, Eliza Cummings, The Saturdays, Eliza Doolittle and Pixie Lott. Their face will then appear across all Clothes Show Live advertising and marketing campaigns for 2012 and reach thousands of people from across the UK and beyond, providing them with a fantastic profile from which to start off their modelling career.

Last year's competition was awarded to Manchester's Mel Titmuss whose fresh and stunning look captured the eye of the judging panel and went on to shoot for various magazines and brands working on campaigns for Diva Hair and Parade Magazine, However, standards were extremely high and for the first time ever a runner-up award was given to 15-year-old Amba Reohorn from Solihull who has since been signed to Select Model Management's New Faces division. Since being spotted at the show Amba has already shot a campaign for WAM hair.

There is no other place in the UK where visitors to the show will be given the opportunity to achieve national and international success as a successful model. The Face Of Clothes Show Live is back.

Editor's Notes

Clothes Show Live *in association with Suzuki* is the UK's largest fashion and beauty event featuring over 500 leading fashion and beauty brands to shop from, a 6500-seat Fashion Theatre and countless celebrity appearances over six days – it's the ultimate girls day out! Whether shoppers are looking for a brand new winter wardrobe, presents for friends, spot celebrities or watch a fast paced catwalk show, Clothes Show Live is the number one destination.

Clothes Show Live in association with Suzuki, 2-7 December 2011, Birmingham NEC. For Clothes Show Live 2011 tickets please visit clothesshowlive.com.

Select is the UK's No1 agency, renowned for new faces and was founded over 30 years ago. They have continued to be a major influence in the International fashion scene ever since, pioneering the concept of getting out onto the streets to find individual, natural and unique looks and grooming models into major names in the fashion world. Their astute eye to spot fresh new faces led Select to become synonymous with 'scouting', proven by their existing portfolio of models and involvement with innovative campaigns since they began. Their London office manages the careers of some of the UK's brightest and biggest, most successful male and female models and kick started the careers of Sienna Miller, David Gandy, Jamie Dornan, Agyness Deyn, Eliza Cummings and Nina Porter amongst others.

OSOYOU.COM is the UK's leading UK's leading social shopping network that brings fashion, shopping and a large social community together. Visitors can "stare" at that dress, "shop for that dress" and "share" that dress with others. OSOYOU.COM is part of the Aigua Media Group, a network of fashion blogs and retail sites that include; Catwalk Queen, Shoewawa, The Bag Lady and OSOGLAM.

Suzuki make cars that are built for the way we live today, from compact city cars that won't cost the earth to run to real 4x4's that perform as well on road as they do off road, they have something to suit everyone. Suzuki have been around for over 100 years and never stop thinking about the future, in recent years developing the award winning Swift, along with the Alto and Splash, cars with some of the lowest CO2 emissions in their class. With their fun and stylish vehicles there is an obvious link into the world of fashion, The Streets Ahead campaign will take their expertise in design to the streets to bring you some of the most unique and stylish people from across the country.

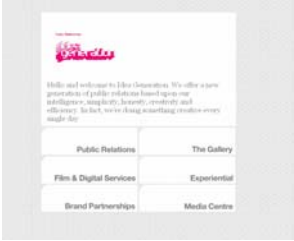
Contacts

For further information / Use of pictures / Interviews

Idea Generation: +44(0)20 7749 6850
Sarah Barns: sarah.barns@ideageneration.co.uk
Ella McWilliam: ella@ideageneration.co.uk

Ends

Websites



www.ideageneration.co.uk
For:
- Online Press Office
- Client list
- Company contact detail

www.clotheshowlive.com
For:
- Online Press Office
- Exhibitor information
- Further information on Clothes Show Live

www.selectmodel.com
For:
- Latest news and information
- Client details
- Company contact detail