
Clothes Show Live announces the winner of its 'Face of Clothes Show Live' competition



Mel Titmass (Photograph courtesy of *buzz* magazine)

Manchester girl Mel Titmass is chosen as the winner - beating off fierce competition from thousands of hopeful models

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

Clothes Show Live - the UK's leading fashion, beauty and scouting event - teamed up with Select Model Management to find the industry's most exciting new face to appear in its 2011 campaign

Select Model Management, model scouts at Clothes Show Live, launched the search with *buzz* magazine and *OSOYOU.com* in 2010 to find the next model to take the fashion world by storm and feature in this year's Clothes Show Live campaign.

As the 'Face of Clothes Show Live' Mel from Bury, near Manchester, will appear in elements of the advertising campaign for 2011 and will join Select Model Management's New Faces division. Mel will also appear in a double page fashion shoot with *buzz* magazine, *The Sun's* Saturday magazine - out on June 18th - and will be featured on leading online fashion resource *OSOYOU.com*.

A panel of judges including; *buzz* magazine's Fashion Editor, **Toni Jones**; *OSOYOU*'s Editorial Director, **Jess Markwood** and Commercial Director, **Beth Wond**; Select Model Management's Senior Model Booker, **Hannah Sneath**; Clothes Show Live's Show Producer, **Maryam Hamizadeh**; and Managing Director of Haymarket Exhibitions, **Gavin Brown** sifted through the top 10 entries to crown 16-year-old Mel Titmass as the eventual winner.

Managing Director of Clothes Show Live, Gavin Brown said: 'We had so many fantastic entries it was an incredibly difficult decision to choose the winner. However, out of all the entries the judges unanimously felt Mel had such a great look and was the ideal choice to become the Face of Clothes Show Live.'

Toni Jones, Fashion Editor of *The Sun's* Saturday magazine *buzz*, said: 'Mel is a great fit for *buzz* magazine – she's sassy, fun and gorgeous to boot. The camera loved her in our fashion shoot.'

As this year's competition was of such a high standard a runner-up was also selected with 15-year-old Amba Reohorn from Solihull coming a close second. Amba has been signed to Select Model Management's New Faces division and since being spotted at the show Amba has already shot a campaign for WAM hair.

Select Model Management is one of the most successful international modelling groups in the world and widely recognised as the number one agency in Britain. Mel and Amba will appear on Select's books alongside some of the modelling world's biggest names including Sienna Miller, David Gandy, Daisy Lowe, Eliza Cummings and Agyness Deyn.

It's hoped Mel and Amba will go onto hugely successful careers just like other famous faces that have been previously scouted at Clothes Show Live including Holly Willoughby, Vernon Kay, Erin O'Connor and Cat Deeley.



Mel Titmass – Winner 2010



Amba Reohorn – Runner Up 2010



Mel Titmass

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, Daisy Lowe, Eliza Cummings and Nina Porter amongst others.

OSOYOU is the UK's first ever style 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 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.

Buzz is the Saturday magazine from *The Sun*. Its fab mix of TV news, shopping, fashion and home makes it an unmissable read every week. The Sun is Britain's most popular newspaper with around 8 million readers every day.

Contacts

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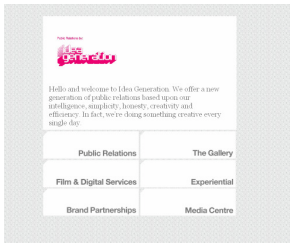
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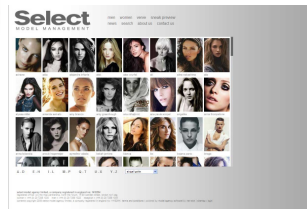
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www.clothesshowlive.com

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