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RUBBISH HITS THE FASHION CATWALK



Image (courtesy of Charlie Linney) : Mike Hill, CEO of the Hills Group with Millie Bawden wearing her winning design

“To hear my name called was a complete shock and surprise,” said Millie Bawden, after her dress designed from recycled rubbish was voted by the audience as the best design at the Salvage Trashion Show held in Marlborough last Saturday.

Sponsored by the Hills Group, Millie won a week’s course at the renowned London College of Fashion for her efforts. “To win the Audience Award was great ... I went home absolutely buzzing with my success,” she said. “I can’t wait to take up the experience.”

The show, held in aid of Charlie’s Charity, attracted around 350 guests and gave a selected 150 budding young Wiltshire designers a chance to show off their designs made from recycled rubbish on the catwalk. Over 200 entries were initially received from school kids aged 14 – 21 years for the five categories – Red Carpet (outfits for premieres etc), Urban (streetwise clothing), Fantasy, High Street (everyday fashion) and Festival (clothing for concerts and festivals). In addition there were prizes for the Best Outfit selected by the five judges and the overall Audience Award, voted for by

members of the audience on the night. Millie won both the High Street category and the Audience Award.

Mike Hill, chief executive of the Hills Group who sponsored the Audience Award said, "I was impressed with the creativity of the designs on show and how the designers had incorporated all sorts of recycled materials from old clothing to plastic bags, video tape and even crisp packets! Communicating about recycling through fashion is a great way to get the message across to this age group."

School girl Millie gained inspiration for her design by researching the history of fashion through the eyes of different cultures. Finding that she was particularly attracted to Japanese costumes she incorporated the use of prints, silks and bamboo into her outfit. The materials were sourced from family, friends and jumble sales - the corset is made from silk screen printed curtains, the waist band from curtain heading tape, the skirt lining from curtains and netting from an old prom dress and the skirt from a bamboo fence previously used as a puppy pen in her garden! Finally, the flowers were made from old silk ties.

ENDS

Notes to editors:

The Hills Group Limited a family-owned business and celebrates its 110th anniversary in 2010. The Group's operations cover Wiltshire and neighbouring counties. Its diverse activities include managing and recycling both domestic and commercial waste, producing and supplying quarry products, and building quality homes. www.hills-group.co.uk

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Charlie's Charity - Charlie's Charity was set up in the memory of Charlie Lamb, who died in a tragic car accident in September 2009. Sport, especially football, played a large part in Charlie's life and the Charity raises money to fund young sports people in Wiltshire.

Website : www.charliescharity.co.uk