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Brand New UK Fashion Awards Begin Build Up With Sustainable Fashion Workshop

A brand new fashion awards show with an ecological twist will begin its build up next week with a unique workshop.

The progressive Sponsor Me Awards honour eco-conscious designers and will take place in London in August. The awards will be judged by fashion luminaries including entrepreneur, Gillian Orsin (founder of eco-ethicalfashion website) and award winning fashion designer, Manpreet Singh.

Emerging fashion designers will be invited to compete at the show for prizes including the chance to dress a well known celebrity for high profile celebrity event. The winning designer will see their line sold online through the popular online store, Style with Heart as well as in a selection of high street stores. 360Fashion Network will be offering the winner a branded mobile app powered by the 360Fashion MobileMags platform in its role as the Sponsor Me Awards paperless app supporter.

In order to raise awareness of the importance of ethical fashion, the Sponsor Me Awards pre-catwalk events will begin next week with a once in a lifetime fashion workshop. The workshop, which will be held at a London boutique, will give four unemployed youngsters the chance to produce a customise clothing item from a charity shop find.

Highlighting the importance of recycled and reused clothing to the homeless, the item designed during the workshop will be auctioned off. The proceeds will be donated to Sponsor Me Awards' chosen charity, Centrepont, which supports 1,000 homeless young people each year, providing a safe place to stay and vital support around education, finding work and resolving health problems. The winning bidder will receive two tickets to the star-studded Sponsor Me Awards catwalk show, which will be held on August 27th. The workshop will also be filmed and the youngsters mentored by a celebrity guest.

A percentage of ticket sales from the awards show along with the proceeds from a raffle at the event will be donated to the youth homelessness charity Centrepont. Voting for the awards show will begin

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online next week, with fashion lovers invited to vote for their favourite designers and select who will go through to the semi-finals stage.

Director Sommer Currie said, "The Sponsor Me Awards were created to act as a progressive funding platform for emerging designers. Our aim is to tap into a pre-existing fashionable market by helping to raise awareness about the industry and the life struggles of un-earthed designers. We call this the retro alternative to the 'British Fashion Awards' where we seek to create the same vibe for the un-established designer. By incorporating a night of glitz and glamour coupled with fundraising initiatives for our chosen charity Centrepont, we will be honouring those who seek to create sustainable and eco-conscious designs through their work."

Tickets for the Sponsor Me Awards event will be on sale from next week for the early bird rate of £15.00, the normal price is £20.00.

To find out more, vote for an emerging designer and to bid on the one off item created in next week's workshop, please visit: www.sponsor-me-awards.biz.

About the Sponsor Me Group:

Our aim is to bring together creative individuals and fashion in order to inspire our local community. The Sponsor Me Awards catwalk show will promote emerging talent and support the concept of eco fashion. It aims to raise awareness by highlighting the debates surrounding sustainable and ethical fashion production and consumption. The Sponsor Me Group has funded by the big lottery.

About Centrepont

Centrepont is the leading charity for homeless young people aged 16-25. Centrepont supports around one thousand homeless young people a year providing accommodation-based and floating support services in London and the North East of England. These include emergency night shelters and accommodation-based short stay services, as well as specialist services for care leavers, ex-offenders, young single parents, foyers and supported flats.

Centrepont's work is about more than just providing a safe bed for the night; Centrepont helps young people to turn their lives around by gaining essential

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life skills; tackling their physical and mental health issues and moving into education or employment.

Through policy work, Centrepont aims to influence public policy, campaigning on behalf of the young people it supports and homeless young people throughout the UK.

Founded in 1969, Centrepont has helped more than 75,000 homeless young people. HRH The Duke of Cambridge became Centrepont's Patron in 2005.

For more information, please visit www.centrepont.org.uk

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