

# The Model Zone June 2019

The British Fashion Council runs The Model Zone as part of the Model Health Programme and to ensure the well-being of models during London Fashion Week (LFW) and London Fashion Week Men's (LFWM).

The Model Zone is a private space for use by the models taking part in the catwalk shows and presentations during the event. It offers models a dedicated space to eat, drink and relax in between shows and is supported by The Mayor of London.

The Model Zone will be held at the Ace Hotel London Shoreditch and will be open from the 8th June - 10th June, from 11am - 6pm (except on Monday 10th June when it will close at 5pm). Look out for The Model Zone posters backstage and available from agencies, providing the location and further details.

## **Ace Hotel London Shoreditch**

Ace Hotel is a collection of individuals that recognises a hotel's potential to nurture cultural communion, as a place where adventure and rootedness interact by bringing the same philosophy and attention to detail to residential, public and commercial projects, as well as branding and design consultancy. With everything that Ace Hotel does, they try to collaborate with and celebrate inspiring people.

Ace Hotel London brings 100 Shoreditch High Street into harmony with Shoreditch – a historic neighbourhood and global nexus of creative culture, home of the world-famous open-air market on Brick Lane, and a canvas for street artists from around the world.

## **This season at The Model Zone we will be featuring:**

### **WELEDA**

Weleda will be offering models a pampering menu of creature comforts and organic beauty. Weleda's experienced team of massage and beauty therapists will offer revitalising treatments and massages with a choice of fragrant body oils, soothing mini facials and holistic skincare advice. Homeopaths will also be on hand for wellbeing advice and holistic health consultations, as well as providing Weleda goody bags filled with hero products.

## **The Model Zone Contact details**

**Email:** [models@britishfashioncouncil.com](mailto:models@britishfashioncouncil.com)

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