

# The Model Zone February 2020

The British Fashion Council runs The Model Zone as part of the Model Health Programme and to ensure the wellbeing 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 open from the 14th February - 18th February, from 11:00 - 18:00 (except on the 14th Feb when it will open at 12:00 and the 18th Feb when it will close at 17:00). The full event details are available from model agencies.

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

### ROWBOTS

ROWBOTS classes are custom created by a team of specialists to create a holistic workout for mind and body, thoroughly backed by science and understanding to motivate you to reach unprecedented levels of mental and physical strength in an exhilarating, fulfilling and empowering environment. ROWBOTS will be demonstrating exercises to do on the move and in between shows and offering information on mental health conditioning and mindfulness techniques.

<https://rowbots.co.uk/>

### The Be Well Collective

The Be Well Collective is a charitable initiative that aims to bring nutritional education and mental health coaching to the world of fashion models; the women and men that represent society's aesthetic paradigm yet off camera often face the greatest body consciousness, self-esteem and stress related issues. The Be Well Collective will be on hand to provide support and knowledge on nutrition and wellbeing.

[www.bewellcollective.co.uk/](http://www.bewellcollective.co.uk/)

### WELEDA

Weleda will be offering models a pampering menu of creature comforts and organic beauty. Weleda's experienced team 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.

[www.weleda.co.uk/](http://www.weleda.co.uk/)

## The Model Zone contact details:

**Email:** [models@britishfashioncouncil.com](mailto:models@britishfashioncouncil.com) **Mobile:** 077 6608 3597 (during LFW only)

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