

The Model Zone September 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) and is supported by The Mayor of London.

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

The Model Zone will be held at One Aldwych. It will be open from the 13th September - 17th September, from 11am - 6pm (except on Friday 13th September when it will open at 11:30 and on Tuesday 17th September when it will close at 5pm). Look out for The Model Zone posters backstage and available from agencies, providing the location and further details. Please note model cards must be presented on arrival.

One Aldwych

Refreshed, reimagined and completely redesigned for 2019, landmark London hotel One Aldwych enters its third decade with a fresh new look. Inspired by the building's unique Edwardian architecture, design studio Fabled has created an elegant yet idiosyncratic aesthetic across its communal spaces: art nouveau flourishes and spirited English touches amid marble floors, burnished tones and contemporary objects d'art - warm, welcoming, and a little unconventional. Rooms, designed by Robert Angell, continue the theme: alive with original British crafts - Isle of Skye yarns, English oak floors, original artworks - each is unique in detail and design, alike in exceptional quality and comfort. The result is an exquisite, expressive, original style to meet the substance of One Aldwych, an original London hotel.

<https://www.onealdwych.com/>

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.

<https://www.weleda.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 site to provide nutritional advice on Friday 13th September, Monday 16th September and Tuesday 17th September from 14:00pm.

<https://www.bewellcollective.co.uk/>

The Model Zone Contact details

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Mobile: 077 6608 3597 (During LFW only)

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