

Lakeside's spring fashion shows "bigger and better than ever before"



18th April 2011 – Lakeside's fashion shows made a splash when they returned this weekend as part of the shopping centre's 21st birthday celebrations, with celebrity appearances, a stunning new pink-edged catwalk and shows featuring over 8,600 items from around the centre.

Huge crowds of excited shoppers gathered to watch the 15 catwalk shows on Friday, Saturday and Sunday which showcased the hottest spring fashion from over 40 Lakeside stores.

M&S model, radio presenter and TV celebrity Lisa Snowdon hosted the event on Saturday and proved to be incredibly popular with the crowds. Dressed in an elegant navy blue dress and striking pink heels, Lisa charmed Lakeside's shoppers and added extra glitz and glamour to the day.

Diversity front man, Ashley Banjo, even treated fans to a surprise visit when he stopped by to watch dancers from Diversity's sister group, Out of the Shadows, perform his choreography. Not wanting to miss out on the birthday celebrations of the centre that helped to launch his group to fame, Ashley visited Lakeside on all three days.

To complete the celebrity line-up, each show was opened by Renako from Got to Dance's and the finale featured a live performance from saxophonist Julian Smith, who launched his career on Britain's Got Talent. Julian's melodies were punctuated by huge birthday confetti canons that signalled the exciting end of each show.

Shoppers were also treated to a styling experience over the weekend with the aid of a 3D body scanner. Run by qualified stylists, shoppers received personalised printouts showing their body shape and accurate measurements, along with information about which size clothes should fit them best in a number of Lakeside stores.

Lakeside's fashion fortnight continues next weekend on 22nd, 23rd and 25th April when shoppers will be able to meet the centre's "Jean Genie". With a huge choice of styles and sizes from a wide range of stores, the Jean Genie will work her magic and help shoppers discover denim perfection. Shoppers can book an appointment in advance by visiting www.lakeside.uk.com/jeans.



Lisa Snowdon was a hit at Lakeside when she presented the fashion shows on Saturday



Lakeside's 21st birthday spring fashion shows featured over 8,600 items from the centre's stores



Saxophonist Julian Smith gave Lakeside shoppers chills when he performed live in each show's finale

-ENDS-

Notes to Editors:

For further information, please contact Rebecca Wheeler, PR Coordinator at Lakeside on: 01708 684 312.

About Lakeside

- Lakeside is open from 10am - 10pm weekdays, 9am - 9pm Saturdays and 11am - 5pm Sundays
- The Boardwalk, opened in 2007, is a waterfront leisure area at Lakeside Shopping Centre offering a host of restaurants, plus a revolutionary new concept Vue cinema
- Lakeside Shopping Centre together with the adjoining Retail Park form one of the largest shopping areas in Europe
- Over 20% of the UK population lives within a one hour drive of Lakeside
- Lakeside Shopping Centre is part of the Capital Shopping Centres portfolio of centres

About CSC Group

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