



HANG UP THOSE SMOCKS

This week A|wear launched its spring collection in Dublin at CHQ, with a sell-out fashion show event called Style Addict. The event will move to Cork in April and then on to Galway in May, and all ticket proceeds go to the Irish Cancer Society. A waiting list of more than 200 people has already opened for the Cork show. The collection is inspired by vibrant destinations like Tokyo & LA, but also hones in on the softer romantic nature of the season with pretty floral prints, soft fluid fabrics and romantic styling.

A|wear has teamed up with brands such as Jacobs Creek, Brown Sugar hair & beauty, Evian, *Irish Tatler* & TV3's *Xposé* for the shows. Lorraine Keane, who will MC all the shows, says, "After guests watch the fashion show, they can then visit the Style Addict Boutique Area, learning how to create fab hair and make-up looks – think 'Clothes Show Live' in a more boutique setting."

According to Annmarie Flood, CEO of A|wear, "the dress trend continues but it's time to hang up your smock and define your feminine silhouette. Star prints are big and are used impactfully on a dress and playfully hinted at on camis and scarves. Great cut is always important. Note the sharp shoulders, fitted waistcoats and wide-leg trousers. The jacket is no longer just for the workplace; update your weekend wardrobe with a pinstripe jacket over jeans. The high waist is seen across skirts, shorts, trousers and of course jeans."

All Style Addict guests get a take-home goodie bag worth €40. Tickets for Style Addict Cork go on sale next Thursday in A|wear Patrick Street, Mahon Point and Wilton Shopping Centre. The show is April 3rd in City Hall. Galway's show is May 20th at The Radisson, after which the event returns to Dublin (August 28th) at CHQ in aid of Action Breast Cancer. **Deirdre McQuillan**