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The Face of Barking and Dagenham

In a bid to discover the next supermodel to grace the catwalks FashionCapital are holding an exclusive modelling competition nestled away in the East London borough of Barking and Dagenham. The competition follows the highly successful Face of Croydon; now FashionCapital wants to find the Face of Barking and Dagenham and this time it promises to be even bigger and better!



The borough will host its most inspirational event to date with the competition coinciding with a series of self enhancement workshops. The final is set to take place on Saturday 7th September. Full agenda and schedule released shortly.

Eryca Freemantle, International make-up artist and Director of Face the Facts School of Makeup is a veteran in the industry of makeup & beauty and will be on hand as the beauty specialist.

*'I have been in the beauty industry for over 22 years and after travelling all over the world it's wonderful to be able to put my talents to something a bit more local! I am very excited to be a part of the **Face of Barking and Dagenham**. What a wonderful way to help the talents of Barking and Dagenham!'*

The competition **The Face of Barking and Dagenham** is open to all female residents in the Barking and Dagenham Borough who are over the age of 16. The eventual winner will receive:

1. A Trip to New York City to model in NY Profile during New York Fashion Week.
2. Automatic entry to world class modelling competition 'Evolution Model 08' with Divinity Model Management and Fashion TV.

'As a leading national modelling agency in the UK Divinity Models is delighted to be supporting 'The Face of Barking and Dagenham'. We have been established for over two years and work at all levels of the fashion sector including our modelling competition Face of Divinity which was covered by Fashion TV in November last year. We wish everyone success with this exciting new venture.'

3. A modeling contract with Mahogany Model Management

Applications are available on line at www.fashioncapital.co.uk and also a hard copy is available at the **Enter boutique**, Unit 32, Vicarage Fields Shopping Centre, Ripple Road, Barking IG11 8DQ.



Notes to editors

1. **FashionCapital** is the portal for the fashion industry and has been established for 6 years; it has over 5.5m hits a month from over 60,000 unique users. www.fashioncapital.co.uk
2. Fashion Enter supports new and emerging fashion designers. It was established in March 2006. www.fashion-enter.com
3. **Divinity Model Management** was established in 2006.
4. **Mahogany Model Management** is Europe's largest modelling agency for *models of colour*.

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