



F Vodka Magnum Launch – more than just a great launch party!

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Once again running in heels, this time straight from Fashion Press Week at The Saatchi Gallery London back to the ultra fashionable 'Kensington Hotel' my favorite London crash-pad to unpack the sexy Stella McCartney gold sequin dress as lent by fashionista extraordinaire, Caroline Chantler. A quick change and then a super fast car to the Exclusive Members Club, Amika London where preparations were taking place to transform the venue into the ultimate red carpet catwalk show to launch F Vodka Magnum. With only a matter of hours to go, all 3 designers showcasing their latest collections were busy ironing, fitting, accessorizing and perfecting each and every piece ready for our models courtesy of the newly established UNO Model Management to step out of hair and make-up and into the garments soon to be presented on the catwalk.

The show itself kicked off with designer Abigail Merkl of Be Urban Chic who prides her collection on Contemporary British Fashion for the Urban Party Girl. Each piece is inspired by gorgeous 50's pin-ups and inspirational women throughout time to the present day. From the Bardot bustier, Hepburn bodice to the Marilyn dress, all pieces are made in glamorous stretch satin and lace. Or whether it be the Winehouse or Twiggi sexy 60's mini dresses made in itsy bitsy floral cotton. The colours are bold and bright.....Violet, Shocking hot pink, Primrose, Plum, Black and Nude and looked absolutely amazing on the red carpet catwalk where fans and industry professionals were in awe of the talent before their eyes.

Next up was London based designer Agnes Mira Rose, whose collection is all about making women feel confident, extravagant, classy or sexy in whatever piece they chose to wear. Agnes believes that sex appeal is about garment's that is cut to enhance the female figure and each sample is made by Agnes with great attention to detail and each one is a unique creation of the highest quality taffetas, silks, chiffons, satins materials. The different and unique designs, interesting shapes, style cuts and great patterns plus the range of colours make it possible for everyone to find something special for every occasion.

Last but by no means least (as if we weren't already in sartorial heaven!) next to hit the catwalk was Eva Grygo, a very talented fashion designer and stylist who has many accolades under her belt, and im sure joining Fashion TV to showcase her latest collection was a highlight to add to the list. Eva who aims to encourage people to 'inspire themselves' through her high quality of inspirational womenswear brought Glamour of victory and bravery, femininity at independent delivery throughout every piece within the collection, it was a great end to what was a fantastic show.

So that was it, the catwalk was over so with a toast of an utterly delicious F Vodka cocktail, we moved to our table where we were rewarded with a Magnum of F Vodka to party into the night and congratulate FTV, F Vodka, Amika London and everyone who had helped to make yet another event so successful and so much fun!

