***Embargoed until 00.01am on Tuesday 23rd February 2016***

**Stars Get Creative for Edinburgh Fashion Week Fundraiser**

***Bay City Rollers, Judy Murray and Lorraine Kelly***

***amongst names showing their support***

A host of Scottish celebrities and designers will be uniting against breast cancer to collaborate on an exciting initiative at next month’s Edinburgh Fashion Week (EFW), supporting their partner charity, Walk the Walk. A collection of one-of-a-kind bras, that have been exclusively designed and signed by iconic Scots and fashion brands, will be stylishly showcased and auctioned to the highest bidder in a striking fundraising extravaganza.

The much anticipated fashion show, organised by Essential Edinburgh to raise funds for EFW charity partner, Walk The Walk, organisers of The MoonWalk Scotland, will take place on The Mound from 6.30pm on Saturday 5th March. The six show stopping bras which will be under the spotlight (and hammer) include:

* A Bay City Rollers bra that has been signed by the pop giants and exclusively created by Slanj Kilts.
* A Lorraine Kelly bra that has been signed by the much loved TV presenter and exclusively created by premium lifestyle brand Barbour.
* A Judy Murray bra that has been designed and signed by the Scottish tennis coach and created by talented bra designer and ‘MoonWalker’ Sara Mudhar.
* A bespoke bra created by Mischke Lingerie, a brand that specialise in beautiful handcrafted lingerie and accessories.
* A bra created by bespoke fashion designer Judy R Clark, the mastermind behind timeless designs with an innovative edge.
* An eye-catching bra created by the award-winning contemporary designer Hayley Scanlan.

A selection of the bras will be unveiled in Jenners famous windows in Edinburgh from the 24th February, before being showcased by models at the fashion show. They will then be auctioned live on the night by Forth One DJ Mark Martin.

Show attendees are also in with a chance of winning a stunning Elizabeth Martin tweed jacket in medium (RRP £379) which has been kindly gifted by the classic Scottish designer. Additional prizes going under the hammer include an opportunity to attend Scottish Rugby’s Captain’s Run and meet players the day before the International and a Picnic Pavilion package for four (RRP £360) which has been donated by Musselburgh Racecourse for its Stobo Castle Ladies Day race event. The Racecourse will be an Edinburgh Fashion Week partner in 2016.

Hosted by Essential Edinburgh, Edinburgh Fashion Week was launched in 2015 to bring families and shoppers into the city centre, to celebrate the capital’s creativity and style. This year’s event will take place from the 5th – 13th March and will kick off with a spectacular launch weekend. On the 5th and 6th March The Mound will be transformed into a buzzing, indoor style hub, which will feature a packed schedule of cutting edge catwalk shows, pop up workshops with industry insiders and exclusive exhibits. Following the weekend launch, participating retailers will be running exclusive promotions across the city and the event will close with the Edinburgh Charity Fashion Show on Friday 11th & Saturday 12th of March in The Biscuit Factory.

Walk the Walk is a grant-making breast cancer charity and organiser of the iconic MoonWalks in London, Scotland and Iceland. Every year thousands of men and women wear brightly decorated bras and power walk through the night to raise money and awareness for breast cancer.

**Tennis coach Judy Murray said:** *“It's lovely to be able to support such a wonderful cause – and in such an unusual way. I've had a lot of fun designing this tennis-themed bra for auction at Edinburgh Fashion Week and hope that it will not only raise even more money for Walk the Walk and The MoonWalk, but also help increase awareness for breast cancer."*

**Roddy Smith, Chief Executive of Essential Edinburgh – the company behind Edinburgh Fashion Week and EdinEvents commented:** *“We are really excited to be hosting a fashion show this year to raise money for Walk the Walk and are extremely grateful to the Scottish celebrities, designers and sports personalities who have given their time to get involved.*

*Walk the Walk is a fantastic charity to support and we are committed to raising funds for them through both the live auction and ticket sales. We are confident that the evening will be a real draw for fashion fans and be a huge success.*

**Nina Barough CBE, Founder and Chief Executive of breast cancer charity Walk the Walk said:** *“It is a great honour that in the 20th year of Walking the Walk that we are the charity partner of Edinburgh Fashion Week. Being the organisers of The MoonWalk in Scotland, we are incredibly proud of not only what we have achieved but the support we receive from different sectors of the Scottish communities.*

*The fashion show and auction which Edinburgh Fashion Week is organising to raise funds for Walk the Walk, featuring these extraordinary designer bras, is a wonderful example of this collective energy with people from all different walks of life coming together to not only raise money but to raise awareness to help improve the lives of people living with cancer throughout Scotland.”*

Tickets to Edinburgh Fashion Week’s fashion show to raise funds for Walk the Walk cost £25 and all proceeds will go to the charity. To book, visit the Essential Edinburgh website [www.edinevents.com](http://www.edinevents.com).

**#EdFashionWeek #EdinEvents**

**For more information please contact Rachael Tyrrell at Burt Greener Communications or Laura Cavanagh on 0131 220 0003 or** **rachael@burtgreener.co.uk****,** **laura@burtgreener.co.uk**

**For more details about Walk the Walk, including spokespeople, case studies and images, contact:- Jennifer McAllister at Walk the Walk** **jennifermc@walkthewalk.org****01483 741430**

**Notes to Editors**

Essential Edinburgh is Edinburgh’s largest and Scotland’s second largest Business Improvement District (BID). A BID is a defined area where businesses vote to invest collectively in local improvements. A BID is not a substitute for central or local government investment, but an additional investment by private business to strengthen the local economy and give local businesses a unified voice.

Essential Edinburgh’s BID term lasts for five years; through the BID levy BID businesses will have collectively invested £5m in the city centre by the end of this second BID term. The renewal ballot for Essential Edinburgh’s third term will begin in April 2018 with the result announced at the end of May 2018.

Essential Edinburgh have launched [www.edinevents.com](http://www.edinevents.com) which will list all five key events that Essential Edinburgh deliver annually (Edinburgh Fashion Week, Spa in the City, Film in the City, Farm to Fork, Edinburgh Restaurant Festival) alongside other key events within the city centre. In addition to the five annual events Essential Edinburgh will continue to deliver all the initiatives and services as outlined in their business plan which runs until June 2018.

**Walk the Walk/ The MoonWalk Scotland 2016**

* Nina Barough CBE, Founder and Chief Executive, set up and leads the grant-making, health charity Walk the Walk.
* Walk the Walk is passionate about encouraging women and men to become fitter and healthier and take control of their own wellbeing.
* The MoonWalk Scotland takes places on Saturday 11th June 2016 in Holyrood Park
* Four walking challenges are available: New Moon (6.55 miles), Half Moon (13.1miles), Full Moon (26.2 miles) or Over The Moon (52.4 miles)
* This year’s theme is “Swing Your Tartan”
* Entries are now open at [www.walkthewalk.org](http://www.walkthewalk.org)
* The MoonWalk Scotland has raised more than £18 million since 2006, with most of the money raised staying in Scotland to help improve the lives of people with cancer.
* Walk the Walk has made grants in Scotland to Maggie’s Cancer Care Centres in Glasgow, Larbert and Airdrie, and to the Breast Cancer Institute in Edinburgh (renovation of Ward 6, a new theatre and renovation of the Mammography Unit).
* Walk the Walk is committed to providing funding to hospitals across Scotland and the UK to purchase Scalp Cooling systems, special machines which are helping many people undergoing chemotherapy to retain their hair.