

THE WORLD'S GREATEST CATWALK

Super model Helena Christensen as patroness of The World's Greatest Catwalk

A fashion event of unseen dimensions takes place in Copenhagen on Saturday, August 14th 2010 at 3 PM as the culmination of this summer's Copenhagen Fashion Week.

It is called The World's Greatest Catwalk.

Helena Christensen, Denmark's very own supermodel, has accepted the role as patroness of the event and will be opening the catwalk with a speech to the expected 100,000 spectators.

The World's Greatest Catwalk will take place on the pedestrian street in the centre of Copenhagen, Strøget. The street will be transformed into one long runway where 220 models will walk 1 mile (1.609 km) and beat the world record for the longest catwalk ever.

The partners behind The World's Greatest Catwalk

The World's Greatest Catwalk is being organised by Copenhagen Fashion Council, a group comprising Copenhagen Fashion Week and Dansk Fashion & Textile, as well as the four trade fairs Copenhagen International Fashion Fair (CIFF), Gallery, CPH Vision and Terminal 2.

To lift the practical and technical tasks of the project, the production company Stage 7 will be in charge of the construction of the 1 mile long and pink runway, tribunes and scene, lighting, sound system and big screens broadcasting the event along the route. The design agency, Femmes Regionales, will be coordinating the show; the 220 models, the clothes from more than 500 Scandinavian brands as well as the teams of around 100 make-up artists and hair stylists from two of the industry's true heavyweights in professional make-up and hair care/styling; Max Factor and Wella.

Max Factor and Wella will be directing the looks for the event that will be presenting the best of fall's fashion for both women, men and children. Two of Denmark's biggest names in fashion are supporting the initiative; Copenhagen Fur, the world's largest fur auction house and the leading provider of luxury fur, and Vero Moda, one of Europe's largest clothing brands for young women.

The project is furthermore supported by the Danish State, via The Branding Denmark Foundation.

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Photographer credit (see photo attached):

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CPH VISION • TERMINAL NO. 2 • DANSK FASHION & TEXTILE

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