

THE GRAND HOTEL & SPA HOSTS 'FASHION CITY YORK' EVENT



Caroline Jones, a top UK charity fundraiser and blogger, partnered with The Grand Hotel & Spa to host an afternoon tea and charity fashion show during Fashion City York's 'Six Days of Style'.

Following the loss of her mother to cancer in 2014, Caroline has raised over £50,000 for Cancer Research UK by focusing on her love for fashion. At the event Caroline talked about her amazing campaign, her book and answered lots of the audience's fashion and style questions. She compared the Pre-Loved Fashion Show which had been organised with the help of a local Cancer Research UK shop, which chose different looks for models of all shapes and sizes.

Ben Morcombe, Deputy General Manager at The Grand Hotel & Spa says: "We were thrilled to be a part of Fashion City York and host this event for Caroline as her story is truly moving and inspirational. I think everyone was able to take away some useful styling tips and our famous afternoon tea was a hit too!"

Caroline shot to fame when she started her Facebook challenge to photograph herself in a different outfit from a Cancer Research UK shop every day throughout 2015. This daily parade of 'pre-loved' items soon gained an enormous following and groundswell of support for her campaign.

Caroline was subsequently commissioned to write a book, 'Knickers Model's Own – A Year of Frugal Fashion', chronicling her journey and her many outfits, with all profits going to Cancer Research UK.

Fashion City York: Six Days of Style was a packed week of offers, events, competitions, workshops and demonstrations celebrating fashion in York.

Ben continues: "Fashion City York is a fantastic way to continue to raise the profile of York as a shopping destination and in fact the city is fast becoming one the UK's top shopping destinations. With such a wide variety of shops, from big brands to independent retailers, international designers to home-grown labels, York has something to offer every kind of shopper out there."

The Grand Hotel & Spa, part of the Splendid Hospitality Group, is York's only five-star hotel. It offers 107 elegant guestrooms and a full luxury experience. Hudson's, the hotel's three AA rosette restaurant, serves an imaginative menu, showcasing the finest local and seasonal produce.