

Press Release Information
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Celebrating Luas Style

Luas and Dublin Fashion Festival have teamed up to celebrate the best in Luas style between August 31st and September 2nd.

Are you the most stylish person on Luas? Would you like to win free Luas travel for 30 days and €200 city shopping voucher?

In the run up to the Dublin Fashion Festival, we will be looking for best dressed male and best dressed female on both the Green and Red Luas lines.

Our Luas style spotter, fashion blogger, Lorna Claire Weightman from www.styleisle.ie will be looking out for the most stylish Luas passengers between August 31st to September 2nd. Get your photo taken and uploaded on the Luas Facebook page and you might win!

About Dublin Fashion Festival, 8th-11th September 2011

The annual style spectacle that is the Dublin Fashion Festival returns this September 8th to 11th, celebrating all that is great about style in Dublin's fair city. Hosted by this year's Face of the Festival, Sonya Lennon, the Dublin Fashion Festival is the brainchild of Dublin City Business Improvement District (BID). Dublin City Business Improvement District represents over 2,500 businesses in the city centre and works with its partners to enhance the appeal of the city centre as a place for shopping, recreation and business development; by increasing footfall and improving overall trading performance.

About Lorna Claire Weightman

Lorna Claire Weightman is the latest fashion blogger whose burning desire for all things fashion started at an early age by playing dress up in her mum's clothes (like all little girls do). Lorna established Styleisle.ie in 2009. Lorna has no formal qualification in fashion or journalism but her opinions and views come from years of trawling through fashion magazines

and studying Irish street style. Styleisle.ie was born as Irish women evolve into chic fashionistas who are not afraid of a little style adventure.

Ends.