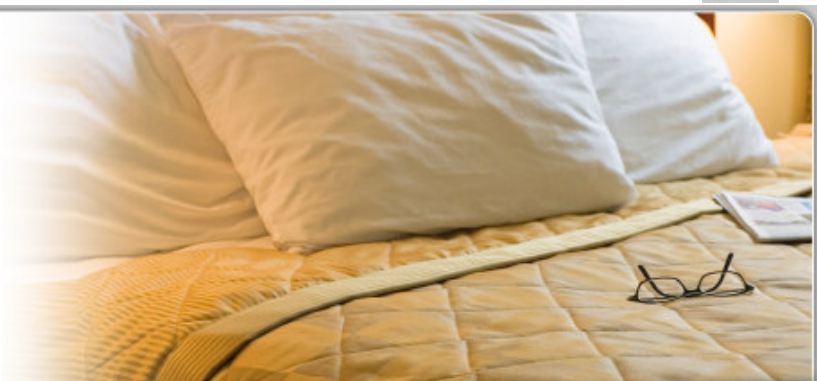


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Hotel Uniforms in the Spotlight at The Hotel Show

Queen of the catwalk and winner of the Student Design Competition at The Hotel Show is Natalia Dametkina from The Centre for Executive Education.

Queen of the catwalk and winner of the Student Design Competition at The Hotel Show is Natalia Dametkina from The Centre for Executive Education. The competition was open to colleges and institutions featuring fashion design programmes, and the winning design was translated in to reality and shown on the Corporate Catwalk launched for the first time at the event.

According to show director Maggie Moore (top left), the quality of entrants was exceptionally high, but Natalia's design stood out for its combination of chic and practicality: "The hint of colour, wearability and overall fashion sense are features demanded by staff working in the hotel environment – and Natalie's design met every requirement."

The design (shown right), formed part of the lively Corporate Catwalk, a popular addition to The Hotel Show where corporate clothing for the hospitality industry was displayed in a fashion show.

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