



Media Release | For Immediate Release

Forget gold and platinum, fashion just went diamond ... ftv-style!

fashiontv, the world's leading fashion channel, are bringing the Diamond Model Awards to Canberra. Aspiring models aged 18 to 28 will stake their claim on the catwalk, competing for a chance to win a year-long position as a prestigious fashiontv ambassador. The grand final winner will also receive an incredible prize package worth over \$100,000.

Since its inception in 1997, fashiontv has become one of the most distributed satellite channels in the world. It is broadcast to 388 million households across 202 countries, including 3.1 million homes throughout Australia and New Zealand.

ftv will launch the Diamond Model Awards across Australia this month with the first of the ACT heats beginning at Meche Nightclub on September 4. Two further heats will take place on Friday September 11 and Friday September 18, with the grand final set to go off on Friday September 25.

The grand final winner from Meche will then qualify for a position at the national grand final to be held on Monday 2 November. This date coincides with Fashion Capital Melbourne's illustrious Spring Racing Carnival and the Melbourne Cup.

ftv parties are legendary round the world and the Diamond Model Awards will be no exception. Each heat at Meche will conclude with an extravagant "we love ftv" after-party, sure to cap off a fun and fashionable night.

The September 25 grand final will then boost proceedings even further, with a fantastically glamorous after-party covered by the official ftv film crew. The event will feature ftv promotional models, an ftv certified panel of judges, celebrity guests, photographers; and everything else that has made ftv parties a highlight of social calendars around the world.

Go to the fashiontv Diamond Model Awards website for the most up to date
Information, or to apply online.

www.diamondmodels.com.au

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