

## Godalming Hairdresser, Holly Goodwin teams up with FUDGE at the AW14 season of London Collections: Men



Holly Goodwin, from Enzorosario in Godalming teamed up earlier this month with professional hair care brand, Fudge at the London Collections: Men AW14 season. The cult hair brand Fudge collaborated with the British Fashion Council for a third season as the Official Hair Partner for London Collections: Men and the showcase took place from 6<sup>th</sup>- 8th January. This exciting occasion was the fourth season of the UK's dedicated men's fashion event.

Throughout the three day event Fudge also sponsored and styled nine fashion shows and presentation's including; Fashion East MAN, James Long, Kit Neale, Christopher Shannon, Katie Eary, SIBLING, A. Sauvage, Kent & Curwin and KTZ.

Holly was invited to assist backstage at Fashion East MAN catwalk show; which was inspired by the character; 'Sonic The Hedgehog' with a sophisticated, sleek twist.

"We really appreciated Holly's help and enthusiasm on the Fashion East MAN show. Their creativity and expertise helped to create an amazing show and atmosphere backstage," says John Vial, Fudge Creative Director.

Holly said 'It was a super experience with lots of excitement, but also I learnt a lot and look forward to using my knowledge in salon in Godalming'

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