



# Fashion Addict

— it's back!

**WITH THE THIRD FASHION ADDICT SHOW READY TO KICKOFF ON APRIL 3 – MOTHER'S DAY – IN THE BRANGWYN HALL, SWANSEA LIFE SPOKE TO PRODUCERS BRIAN BROWN AND LEE MCCALLION ABOUT WHAT TO EXPECT.**

"We went for a far more trendy and lively show in Oceana last time. This time, with the change in venue, we are going more sophisticated again – it will be a more stylish show. It will also be more colourful and inspiring and but with a twist – we always have a few twists!"

That is how Brown Brown, the show's producer, sums up what to expect at this year's Fashion Addict. He is cautious about giving too much away about the show but he does say to expect some 'live' design and fabrications of some of the clothes on stage – just bring a pair of scissors!

Unlike the previous show in Oceana, this one will be a black tie, sit down event in the Brangwyn Hall. He says the type of music used and the style of dancing will also reflect the different ambiance. "We will be appealing to more classical tastes and styles but with a twist.

"The show will be very fast moving. We have more retailers on board than ever before including a few new ones. That is great for us. Just explain loads of energy and colour but with a more sophisticated and refined edge this year. We will always deliver something different."

Lee McCallion, Brian Brown's business partner in McCallion Brown, says that the success of the previous two shows have given the partnership to try new things on the Swansea public.

"Previous shows have been so well received that it has given us scope to explore many different ideas and avenues that we could go down with the production of the show," says Lee.

"We are known for producing high end shows only and this year is no exception. The show is set to be full of colour with a stunning fresh summer feel and as per usual we will have a few surprises thrown into the mix. Rehearsals have already started and certain scenes are already starting to take shape and we are loving the look of the show."

Lee McCallion and Brian Brown



**"We will always deliver something different."**

Lee says this will have a totally different feel compared with the winter collection, which was more edgy. "The summer collections are light and totally feel good while still keeping that forward thinking mind frame," he says.

Lee says he has also been to Pineapple Studios to audition the dancers who will appear in the show and he is thrilled with the talent that coming to Swansea. "The dancers this year will have that massive energy that we always need in our productions. We are going down a more commercial feel with the dancers and including a touch of character to the work.

"One minute our dancers are filming the Brits,

the next they're hear to perform for us. I always find it refreshing bring guest dancers down and just love the fast pace to the way they work and how they throw themselves totally at whatever choreography I give them."

And Lee says that this show is definitely not one to miss. "Our name is known in the city for creating the best possible work and now we are spreading our wings and are producing the entire Llanelli Fashion Week, which is literally a week of fashion shows and events and with McCallion Brown stamped all over it."

For tickets to Fashion Addict call: 01792 514 112 or email [Eleri.walters@swwmedia.co.uk](mailto:Eleri.walters@swwmedia.co.uk)