



PRESS RELEASE

26 November 2009

Kerrie Wins Public Vote for Curvy Model at Stevenson College Edinburgh Fashion Show

Kerrie Murphy from Wester Hailes in Edinburgh has won the best curvy model, voted for by the general public, as part of a fashion shoot competition for photography students at Stevenson College Edinburgh.

In a close competition, almost 1,000 votes were cast in one week on Stevenson's website and the winner was announced at a fashion show at the College on Wednesday night. The best photograph was won by Eildh Harkins, a PDA Photography student at Stevenson, for her photograph of Katherine Inglis.

On winning the prize Kerrie Murphy, aged 22, who works as a community support worker for the elderly, said:

"I've never won anything before so I'm really happy but it's not about winning. I just feel great to be taking part. We're all here for the same reason and that's to show that bigger women can look beautiful too."

The fashion show was the culmination of a project in which Stevenson College Photography students and Portofem, an Argentinian fashion company which specialises in clothes for women size 16+, worked together on a fashion shoot competition. The aim of the competition was to capture through the lens of the camera Portofem's motto, "Beauty is not a matter of size but of attitude."

Local women from the Edinburgh area, with no previous modelling experience, were invited to apply to be models and ten were selected to feature in the competition which incorporated a photography session and fashion show. Stevenson's PDA Photography students worked closely with the models to create an image which they felt best portrayed Portofem's beliefs.

Head of Photography, Art & Computing at Stevenson, Alan McEwan, said:

"Given that this was the students' first live project of the year, they all rose to the challenge and I'm delighted with the standard of photography from the students this year already. The brief was to capture an attitude and I believe this was achieved and the models themselves were happy with the results. I am really looking forward to seeing what they can accomplish by our annual photography exhibition, Exposed, in June next year."