

Birmingham alumna scales even greater heights

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History was made for the second time by a University of Birmingham alumna who is taking the fashion world by storm hosting innovative fashion shows in iconic locations.

Following last year's successful transformation of the Tower Bridge into a runway, the world's tallest twin buildings were the location of J Model Management's Spring Fashion Show, showcasing collections from across the globe.

The world's highest fashion show took place 175m above ground, using the 58m long Skybridge connecting Kuala Lumpur's Petronas Twin Towers as the stage. Conceptualised by model and entrepreneur, Jessica Minh Anh (MSc Marketing Communications, 2008), the Petronas show was part of a series of four high end fashion shows at the world's most outstanding venues.



Jessica explains: *'I wanted to do something that would catch global attention. In the short term I am really pleased with the success of these shows. Longer term I'd like to make an even bigger impression on the fashion world, opening up branches in different countries.'*

Both shows have attracted the attention of global ambassadors, members of parliament and some of the world's top designers. Jessica credits her time at Birmingham in helping to prepare her for such success: *'Studying for my masters was one of the best years of my life. The knowledge in marketing and personal relations I gained from studying at Birmingham has been extremely helpful in running J Model Management.'*

To find out more about Jessica or J Model Management please visit www.jmodelmanagement.co.uk (<http://www.jmodelmanagement.co.uk>).