Business School Alumna Who Turns Iconic Venues into Phenomenal Catwalks Launches Internship Programme

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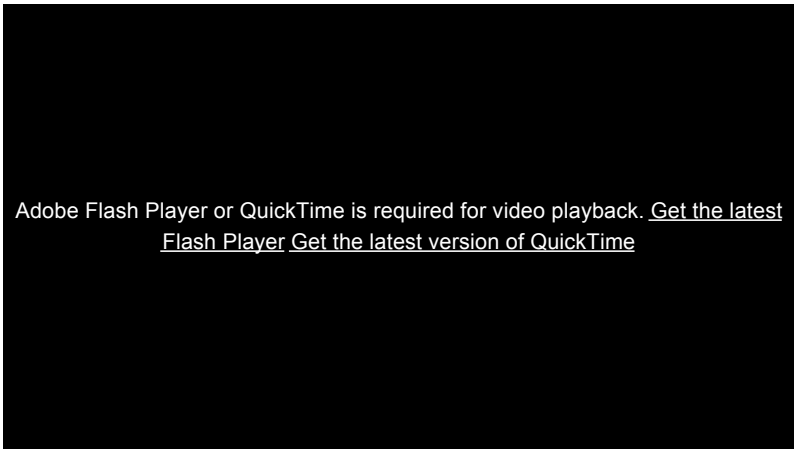
After being the first to host a catwalk show on top of London's Tower Bridge and gaining a reputation as one of the most unique fashion show organisers in the world, Birmingham Business School Alumna Jessica Minh Anh has now started her own internship programme and engaging workshop to help share her business skills.

After completing the **MSc Marketing Communications (/postgraduate/courses/taught/business/marketing-communications.aspx)** programme at Birmingham Business School, Jessica set up J Model Management, a fashion event company, following her graduation. She has gone on to become one of the most unique fashion show organisers in the world after organising worldwide events including a catwalk show on top of London's Tower Bridge, the world's tallest fashion show on Kuala Lumpur's Petronas Twin Towers, a floating catwalk on the River Seine in Paris and the world's first sundeck catwalk on top of a luxury cruise ship in Dubai.



Jessica's history making catwalk on London Tower Bridge featured on ITV.

Following this success, Jessica has now started her own internship programme and engaging workshop where she shares her business skills with other young people. She has trained hundreds of students across the world including the UK, France, Malaysia, and the UAE.

Upon her time at Birmingham, Jessica said: '*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.*'

You can find out more about Jessica and J Model Management at **www.jmodelmanagement.co.uk (http://www.jmodelmanagement.co.uk)** .

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