



Press Release
For immediate release

Faces of Talbot Green stars launch Real People Real Style campaign

Five people from south Wales made their billboard modelling debut this month, as the Real People Real Style campaign for Talbot Green Shopping Park launched across Cardiff and the surrounding areas.

Chosen as the winners of Talbot Green Shopping Park's Faces of Talbot Green competition in April, Elishia Short, 17 from Beddau, Stephanie Britton, 18, from Barry, Thomas Smith, 21 from Pontypridd, Sarah Slye, 29 from Porth and Helen Hobrough, 56 from Barry will be showcasing their style in The Valleys and Cardiff for the coming twelve months across a series of billboard adverts, a fleet of buses and their own personalised taxi.

The Faces of Talbot Green were styled by students for the Shopping Park's advertising campaign. Five students were chosen from fifty first-year University of Glamorgan Fashion Promotion students to create high fashion summer looks from the high street brands available at the Park for the five Faces of Talbot Green.

The partnership, which has been running for three years, provides the students with the opportunity to get their first experience of styling for a live client by creating their own vision of a key trend for the season from the high street.

Helen Hobrough, 56, from Barry, who was selected as the Park's Fabulous-over-fifty Face and represents the mature shoppers said: "I can't quite believe there's a taxi currently travelling around south Wales with my face on it! My granddaughter spotted it the other day and was really thrilled! It's a great feeling to be representing the older shopper and showing that you can still have a lot fun with fashion. Being part of the Faces of Talbot Green campaign has been a fantastic experience and has given me a real confidence boost."

Engineer Thomas Smith, 21, from Pontypridd, is the first man to feature in the annual campaign. He said: "I'm chuffed to be the first guy chosen as a Face of Talbot Green. I've got a keen eye for fashion and really want to pursue modelling in the future. I've recently been nominated for Europe's Perfect Man so I've got a lot to thank Talbot Green for giving my career a great boost. My mates think it's brilliant that my face is now on a billboard and taxi in Cardiff, I'm sure not many people can make that claim!"

Trendy teenager Elishia Short, 17, from Beddau is currently training to be a hairdresser. She said: "I was so shocked when I found out I had been chosen to represent Talbot Green Shopping Park, and even more shocked to see myself on a billboard and on the side of a taxi! Being chosen as one of the Park's five Faces has been such a fun experience and I'm hoping it will kick start my career in modelling and fashion."

Emma Constantinou, spokesperson for Talbot Green Shopping Park, said: "It's great to see our Real People Real Style campaign completed, and I think the final shots with the billboard and taxi look brilliant. At Talbot Green Shopping Park, we champion using real people in our advertising to show the latest fashion from the high street brands available at the Park.

"Thanks to the expert guidance from the students at the University of Glamorgan, we can show the key autumn trends available in our stores and how they can be used to create a unique, fashion-forward look. I'm sure our five Faces will be a great style inspiration for Talbot Green's shoppers".

Keep up to date with the Faces' journey on www.talbotgreen.com or on Twitter @TalbotGreen or Facebook 'Talbot Green Shopping Park'.

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Notes to Editors

For further information please contact Elinor Evans or Helen Newton at Equinox Communications on 02920 764100 or elinor@equinoxcommunications.co.uk or helen@equinoxcommunications.co.uk

Retailers at Talbot Green

- Next
- Marks and Spencer
- Outfit
- Cotswold
- Sports Direct
- Clarks
- TK Maxx
- Pizza Hut
- Starbucks
- Carphone Warehouse
- Comet
- Argos
- Game
- Boots
- New Look
- River Island

Talbot Green Shopping Park can be found just off junction 34 of the M4 at Llantrisant.