

Watch out LBD scarlet fever is catching



Left to right: Holly White, Olwyn Enright, Shona Ryan, Isabelle Grant (6), Gillian Quinn and Irma Mali sporting scarlet frocks at the launch of Buy My Dress 2010. PATRICK BOLGER

COCO Chanel gave us the Little Black Dress but watch out for the 2010 contender, the Little Red Dress.

Scarlet frocks were centre stage yesterday as part of a student design competition to mark the launch of the 2010 Buy My Dress campaign in aid of the Down Syndrome Centre (DSC) in Dun Laoghaire. Mona Atkin-

third-year student at NCAD, won the competition and her medieval inspired, scarlet and grey satin gown, with black sheer top and ankle cuff was modelled by Spin FM DJ Shona Ryan.

The Buy My Dress charity venture has turned into a fashion phenomenon, sparking a worldwide medical first.

donated by Irish women and sold in a single day, raising €35,000 for the DSC, who employed the world's first dedicated Down Syndrome nurse - employed to provide support and guidance for parents at maternity hospitals.

Ireland's largest one-day charity sale, Buy My Dress, takes place on Thursday, May 20 and

venues in Cork and Galway. The DSC is hoping to attract 5,000 frocks. Donations so far include two dresses from RTE's Miriam O'Callaghan, including a cream evening gown and a more sedate, 'Prime Time' style dress in blue and green.

TV3 newsreader Colette Fitzpatrick has donated two frocks from her wardrobe including a

evening gown from Fran & Jane and a sophisticated day dress from Irish designer John McCor-mack. Dresses sell on average for €50-€100 but the more lavish dresses fetch more.

Donated dresses can be dropped off over the next four weeks at branches of Peter Marks hair salons, at credit unions and Unislim.