

Celebrity denim up for auction in aid of Jeans for Genes children's charity

Submitted by: Jeans for Genes

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Celebrity denim up for auction in support of charity Jeans for Genes (<http://www.jeansforgenes.com>) at the Harrods Rocks Fashion Show on 22nd February

Think of rock'n'roll and you think of denim. Skin tight jeans, customised cut off denim jackets and if you're a Status Quo fan, maybe the odd denim waistcoat!

That's why Jeans for Genes is the perfect partner for the Harrods Rocks event taking place throughout February at the Knightsbridge store.

Harrods Rocks celebrates the world of rock'n'roll with an exhibition of iconic guitars, owned or designed by some of the biggest names in rock and fashion.

To tie in with a Jeans for Genes fashion show at the store on Thursday 22nd February, there will be an exhibition of jeans signed by celebrities which will be auctioned in support of the charity. Visitors to the store can make a bid at the exhibition on the second floor in a silent auction and amongst the pairs on offer will be jeans signed by Twiggy, Graham Norton, Charlotte Church, Gavin Henson, Jenson Button, Bryan Ferry, McFly, Javine, Rachel Stevens and the Channel Four presenter, Steve Jones.

Jeans for Genes benefits from all the money raised from the auction. The charity funds pioneering research into the causes, treatments and cures for inherited conditions which affect children. It also helps to provide support services for families, weekends away and information for health professionals about very rare conditions.

The Jeans for Genes fashion show will take place on Thursday 22nd February. After a champagne reception, ticket holders can enjoy a showcase of the latest denim brands. Joining the models on the catwalk will be celebrity models including: Sophie Anderton, Louise Brady and Hammasa Kohistani (Miss England 2005). There will also be two specially choreographed pieces to rock music from the English National Ballet and a performance by Lil' Chris from Channel 4's School of Rock.

Tickets for this truly rockin' event are available at £100 each from the Jeans for Genes website www.jeansforgenes.com

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