

Coleens Real Women winner lands top modeling job with H.Samuel

Submitted by: pr-sending-enterprises

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Tuesday 10th February saw the launch of another series of Coleen Rooney's successful ITV2 show 'Coleen's Real Women'. In the very first episode, Ashley Holden, 24, from Preston, Lancashire beat thousands of competitors to be the face of high street jeweller H.Samuel.

Chosen from 5,000 hopefuls, Ashley - a real woman, having slimmed from a size 18 to an 8 - impressed Coleen and the jewellery team so much that she will be starring in H.Samuel's national press advertising and in-store signage over the Valentine's period in over 350 stores.

"Ashley had a very warm, natural look," explained Jennifer Barre H.Samuel's marketing manager, "We launched the search for our Valentine's girl with Coleen in the first place because we wanted a beautiful, yet approachable woman to represent our real jewellery sets (<http://www.hsamuel.co.uk/webstore/browse/N/62/>). Giving and receiving jewels on 14th February is all about sentiment and emotions, which Ashley clearly demonstrated."

Young mum, Ashley, daughter of a market stallholder, always harboured dreams of being a model, but never imagined she would be jetting of to Paris on her very first photoshoot.

"I'd never been to Paris before," said Ashley, still in shock over making it as a model, "I was over the moon to appear on the programme, but to win the job as well, wearing beautiful jewellery (<http://www.hsamuel.co.uk/webstore/jewellery.do>) in the city of romance, was a dream come true."

As Ashley's own fairytale romance comes true in print, she's finalising plans for her own wedding in May - something she discussed with Coleen, sharing ideas about dresses and styles. 'Coleen had plenty of tips; at the time we were filming she was launching her 'Real Style' guide, which was a great help for me.'

Surely a great future in modelling awaits this new face of the nation's largest high street jeweller (<http://www.hsamuel.co.uk/>).

About H. Samuel:

H. Samuel is the nation's favourite High Street Jeweller with over 350 stores and a retail website at www.hsamuel.co.uk. Featuring an incredible range of branded watches (<http://www.hsamuel.co.uk/webstore/watches.do>), H. Samuel also has a stunning range of jewellery, collectibles and gifts for all occasions, offering something for every taste and style. H. Samuel is part of the Signet Group, the world's largest speciality retail jeweller.

H.Samuel has over 350 stores in the UK with over 140 years' experience within the jewellery market, starting in 1862 with a small store in Liverpool

Notes to Editors:

Ashley is available to photograph alongside her posters and brochures in H.Samuel stores. Please call 0208-207-8338 to arrange.

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