Beat: Lifestyle

Unwanted pets find new homes thanks to Fashion Models

There is a new social media buzz!

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USPA NEWS - Fashion for Furbabies is a non-for-profit venture that aims to advertise sheltered and fostered animals up for adoption in a unique and fashionable way! Fashion for Furbabies is the brain child of Industry professional Makeup Artist Siminee Campbell from Honey & Rose Makeup Artistry.

Working with the Royal Society for the Prevention of Cruelty to Animals (RSPCA) in Brisbane Australia Siminee Campbell had a unique idea to help promote their work and share with the world the beautiful animals that need to find homes.

“ I wanted to help those who can´t help themselves, and I thought why not ask my friends in fashion industry including models, hair stylists and photographers to help make a difference.“ Siminee said. "I approached the RSPCA at Wacol west of Brisbane and they were excited at the idea and have been so supportive. To see these beautiful animals that desperately need someone to take them home is so sad.“

Photographer Sarah Stewart-Murphy worked with Siminee to develop concepts and together they put the word out to the Fashion Industry to help. “ We were overwhelmed with the response from people wanting to freely give their time to help. We have planned a range of shoots and ideas for the campaign and different models are giving their time for each concept“ Sarah told USPA24. The first shoot was a high fashion corporate feel and soon they are shooting Beautiful ball gowns, sporty animals and fun concepts.

Tom Mc Gaffin from Mirror Mirror Hair Artistry donated his time and skills to the project doing the hair for the models. Tom told USPA24 that as an animal lover he could not stand by and see these beautiful animals not have the chance to find loving homes. “ It is so great to be working together giving back to such a great cause, if we can raise the profile of the RSPCA and the need for homes for these beautiful animals then it is worth all the work!“

The main purpose of the project is to find homes for these animals that can´t help themselves. The success has already had a major impact with many of the animals featured being adopted within days!

The project needs support to keep sharing on social media including Facebook page where you can stay in touch with the project updates https://www.facebook.com/FashionforFurbabies/ and on instagram @fashion_for_furbabies

Article online:
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