



Veteran model
Maureen Inkster,
flanked by Anna
McEvoy and
Nicola Williams.
Picture: EUGENE
HYLAND

STILL GOT THE STRUT

A PASSION for fashion is not limited by your age, according to a group of women set to hit the catwalk in the first-ever seniors show being held as part of the coming Virgin Australia Melbourne Fashion Festival.

Event organiser, 79-year-old former model Shirley Mason, says models will

KIM WILSON FASHION EDITOR

range in age from 55 to 86, with one in a wheelchair.

"It might be corny, but this is so much more than just a fashion show," she says. "I think the thing what worries most older women is that they become invisible. You don't have to

become invisible, you are alive and well and not in God's waiting room."

Mrs Mason says retailers could better attract the seniors market.

"It's wrong for retailers to ignore the spending power of seniors, there is a lot of disposable income," he says.

Models for the show, with

a combined age of 1300, are part of the University of the Third Age, a global not-for-profit organisation for people 50 and older who want to keep their brain and body active and build new social networks.

The show will be held on Sunday, March 15 at 1pm at the ANZ Pavilion, Arts Centre, Melbourne.