

Fashion takes on a new face









Clear Channel Outdoor took fashion to new heights on Spring Day this year! The nine departments within the company pitted their creative skills against each other to design and model their "Flex Face Fashion" outfits, all linked to a topical theme. Clients and suppliers were treated to a dazzling fashion show accompanied by fresh oysters and champagne.

There are many uses for old Citilite Flex faces after they are no longer needed. Most are sent on to communities where they are crafted and sewn into handbags, Weber covers and so on. As part of a team-building exercise each department was challenged to come up with a theme and accompanying outfit using an old Flex Face (material flighted on billboards). This caused much competition between the departments, but more importantly, made them apply their minds creatively with a lot of fun!

Judges for the day were Tony Koenderman from FinWeek, Natalie Wilks from OMD, and Andrew Shuttleworth from Nokia.

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