

models of diversity

PRESS RELEASE

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Top Models of Diversity model Jack Eyers heads to Russian Fashion Week to star in cutting edge show

17 October Mercedes-Benz Fashion Week Russia

With all the panache and charisma of a young James Bond – **Jack Eyers (26) from Bournemouth** will strut out on the catwalk in Moscow representing [Models of Diversity](#), this Autumn, as a fashion icon for all - especially young people with a disability.

Jack (26), top model and amputee, is a member of the charity [Models of Diversity \(MOD\)](#) and has appeared in a number of fashion campaigns including the front cover of Men's Health and modelled for boohoo.com as well as appearances in New York and LA. Jack is also known for performing a cabaret style rope act at the 2012 London Paralympic Games opening ceremony, TV adverts and acting roles in films including TV series Outlander.

The collection Jack is taking part in is titled "NOVATORY | TRAILBLAZERS" and is the second joint show of the Russian brand **Bezgraniz Couture™** and students of British Higher School of Art and Design in Moscow. The show will take place on October 17 at Mercedes-Benz Fashion Week Russia. The designers have reproduced the working style of Soviet avant-garde of the 1920s looking for functional solutions to create new forms of clothing. As in 2015, clothes for wheelchair users, people with Down syndrome, cerebral palsy and amputation will be shown on the catwalk.

Jack has shown his skill and determination in becoming a top male model with support from mentor Angel Sinclair at Models of Diversity, he prepares for an intense and exciting time this coming week wearing **Bezgraniz Couture™** in Moscow.

Speaking about the opportunity Jack Eyers said: "I am over the moon at being selected for this prestigious event and delighted to be at such a great international fashion show. Russian Fashion Week attracts a huge following and I hope to raise awareness of our campaign to make it possible for models like me have a chance to change the face of fashion and modelling."

Mentor and sponsor, **Angel Sinclair, Founder of [Models of Diversity](#)** said: "I met Jack 4 years ago when he contacted me after the Paralympic Games in London. His poise and relaxed manner struck me immediately and he has now been involved in a number of international events for us and is a great ambassador for all those young people with a disability who would like to break into fashion.

"This is an ideal opportunity to take Jack's career to the next stage - he shows great versatility and carries menswear styles with mature ease, brings a lighter fun regard to his leisure wear and a dynamic edge to new couture designs.

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“We are so impressed at the way Jack has grown into his modelling career and Russian Fashion Week is a superb next step in bringing him great recognition”.

Janina Urussowa, the founder of Bezgraniz Couture™ project added: “It is a unique story giving designers a chance to look at disability differently, making this a very difficult but interesting project to bring together. Equally important to the process are the models themselves, taking part in the creative process as experts, but also getting a new experience. This approach runs in perfect compliance with the main principle of UNO Convention on the Rights of Persons with Disabilities: Nothing for us without us.”

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Model Jack Eyers shares his dedication to his modelling career and determination to break down barriers in the fashion world. He was born with a rare condition which meant his right leg did not grow properly. He elected to have the leg amputated when he was 16. As well as a top model Jack Eyers is an actor and personal trainer and a campaigner Models of Diversity and disability charity Scope. He has appeared in adverts for Barclays, and modelled for boohoo.com. He is the face of Scope's Great Donate summer 2014 stock appeal and stars in an online spoof of the famous Levi's Laundrette ad, filmed in one of Scope's charity shops.

Models of Diversity – the charity and campaign

Where are the models of colour? The larger models? The shorter models? The models with a disability? The older models? **Models of Diversity is the campaign for more diversity** in the models we see every day. We call on the fashion, beauty and marketing industries to recognise the beauty in people of all races, ages, shapes, sizes and abilities. Our mission is to change the face of fashion and modelling. Clearly, not just anyone can be a model; a successful model must have a special beauty, confidence, professionalism, ability to take direction, even artistic awareness. But no one with those talents should be excluded from the industry on arbitrary grounds. And no one should feel shut out from the modern presentation of beauty. <https://www.facebook.com/groups/MoDGroup>

Angel Sinclair, the founder of Models of Diversity is a former model herself. She founded the campaign after appearing on Gok's Miss Naked Beauty in 2008. Angel was struck by the great variety of beautiful women participating in the event and how that contrasted with the narrow range we see in the fashion industry. That's when she decided, to promote using models that reflect the diversity in society, in race, shape, age and ability.

So we campaign at fashion events, hold street surveys, offer workshops and vigorously promote a more diverse range of models in the media and social networking. We know from our surveys that the public is in favour of more diversity, so our ambition is to change how the fashion industry thinks and responds to the needs of **all** the fashion-buying public.

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Bezgraniz Couture™

Bezgraniz Couture™ was founded in 2010 by Janina Urussowa and Tobias Reisner. The project is engaged in creation of functional modern clothes and accessories for people with different types of disability. Our aim is significant and sustainable changes in quality of life of the disabled people, their family and friends. Our mission: Changing the world of fashion – we change the world.

The project is developed in the following spheres:

- Designing and constructing adaptive clothes and establishing pilot productions;
- Education;
- Research and development and scientific-educational activities;
- “Rebranding of the disabled person image”: awareness activities and creation of new-type communication about disability.

In 2014 Bezgraniz Couture was the first in the world to show a special collection created for people with different types of disability during Mercedes-Benz Fashion Week Russia in Moscow.

<http://bezgranizcouture.com/>, <http://acropolis-now.org/english/>, [facebook.com/bezgraniz.couture](https://www.facebook.com/bezgraniz.couture)

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