

SO STOBO, SO LAUREN: FACE OF STOBO HAILED AS THE NEW KATE MOSS BY VOGUE

When Stephen Winyard, Managing Director of Stobo Castle Health Spa, cast 20 year old Scots model Lauren Tempany as the face of Stobo, he had no idea that within months Vogue would be hailing her as the new Kate Moss. For it was revealed on a daily Vogue online newsletter this week that some of the top names in fashion can't get enough of the Scottish model and she is being hailed as the new Kate Moss.

After moving to London from her home in the outskirts of Edinburgh, Tempany was signed by a small London agency and then spotted by IMG's Germaine Knight. She then took to the catwalk for Giles Deacon, Julien Macdonald, Nicole Farhi and Gibo during London fashion week and was then spotted by the renowned talent scout - Miuccia Prada. She was booked straight away to star in the Miu Miu show and then snapped up by Alexander McQueen for his autumn/winter 2004-5 show in Paris.

"I am not really surprised by her success, her look is elegant, refined yet very 'of the moment'. She has a lot of class, which was so right for our brand. It was important that we choose a face from Scotland to represent Stobo, after all, her imagery will be appearing in our international marketing activities and the fact that she is now being used by such international fashion brands will work for everyone and complement Stobo", said Stephen Winyard.

Tempany features in a new Stobo brochure and was featured in an advertising campaign last autumn, which in itself caused a stir on the A8! A very sensual and revealing image of Lauren was featured in a giant billboard just before Edinburgh Airport where it was reported that several motorists almost lost control when they saw the picture.

With the endorsements from such serious fashion players like McQueen and Miuccia Prada there is no doubt that Lauren is certainly on her way - but just remember, a wee Scottish castle in the Borders had her first!

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For a selection of imagery of Lauren from the Stobo

campaign please contact Jenni Watts at Stobo castle on
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