# Breast cancer survivors and advocates reveal resilience on London’s empowering catwalk



In a spectacular showcase of strength and resilience, London recently hosted an extraordinary fashion show featuring 23 individuals living with and beyond breast cancer. This empowering event, aptly named “The Show,” was orchestrated by Breast Cancer Now, a leading charity dedicated to research and support for those affected by the disease. The vibrant runway at 8 Northumberland Avenue came alive as models—21 women and two men—proudly strutted in styles ranging from glamorous ballgowns to dapper suits, each outfit reflecting their personal journeys and identities.

Held on a Thursday and made available for online viewing, The Show was hosted by broadcaster and charity ambassador Lisa Snowdon, whose own family history with breast cancer fuels her passion for raising awareness. During the event, she expressed the profound significance of this gathering: "The Show isn't just about fashion—it's about community, confidence, and reclaiming parts of your identity after a breast cancer diagnosis." Her words resonated deeply with the audience and highlighted the event’s dual aim of promoting fashion and fostering a sense of solidarity among those impacted by the illness.

Among the models was Faye Dickson, a 39-year-old mother from Ashford, who was diagnosed with breast cancer at the young age of 33. Faye's journey has been marked by the challenges of undergoing 18 rounds of chemotherapy, a mastectomy, and radiotherapy, yet she emanated confidence on the catwalk. “I love myself and my body even more than I did before cancer... this experience has been hugely emotional and empowering,” she reflected. Faye’s participation serves as a beacon of hope for others navigating similar battles, proving that breast cancer does not have to dictate one's life narrative.

The impact of The Show extended beyond personal stories. It raised significant funds for Breast Cancer Now, particularly from contributions by players of People’s Postcode Lottery, who have provided over £14 million to support the charity's vital services. Laura Chow, Head of Charities at the lottery, remarked on the uplifting atmosphere of the event, stating that witnessing the models shine on the runway was both inspirational and moving.

Moreover, the show underscored broader public health messaging, particularly regarding early detection and self-awareness. As underscored by several participants, including Jay Tatla—a model and activist from the South Asian community—the event challenged cultural stigmas surrounding breast cancer, advocating for open dialogues that promote awareness and understanding. Jay, who bravely took to the stage despite her discomfort with modelling, articulated her desire to break down barriers and encourage similar conversations within her community.

Interestingly, the representation of male breast cancer patients was also highlighted, notably through Reuben Board, who, at 52, stepped onto the runway to advocate for greater awareness among men. Reuben's candid remarks resonated with attendees, particularly when he noted the widespread ignorance regarding male breast cancer, which affects approximately 400 men each year in the UK.

The glamour of the event was amplified by support from the beauty industry, with Estée Lauder providing make-up and hair styling to ensure every contestant felt their best. The heady mix of emotional stories, stunning outfits styled by celebrity stylist Rebekah Roy, and an overarching theme of empowerment created a vibrant tapestry that showcased not only fashion but also the unyielding spirit of the human experience in the face of adversity.

Events such as The Show serve as vital platforms for raising awareness, fostering community, and ultimately driving the conversation about breast cancer into the public sphere. As Snowdon aptly concluded, “The Show shines a spotlight on these incredible individuals' stories... More support is needed than ever with an estimated 600,000 people alive in the UK after a diagnosis of breast cancer.” Through this celebration of life and courage, those involved hope to inspire others, encouraging a community built on strength, awareness, and shared experience.

### Reference Map

1. Paragraphs 1, 2, 3, 4, 5, 6, 7, 8, 9: Source (1)
2. Paragraph 4: Source (2)
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Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.dailymail.co.uk/femail/article-14718591/Glamorous-fashion-hosted-Lisa-Snowdon-celebrates-23-people-living-breast-cancer-proudly-stride-catwalk.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.irishnews.com/news/uk/fashion-show-celebrates-24-people-living-with-and-beyond-breast-cancer-D657ADO7LVJOJCY2HLSFCP676Q/> - An article from The Irish News reports on a fashion show organized by Breast Cancer Now, featuring 24 individuals living with or beyond breast cancer. The event, held in London, was hosted by Lisa Snowdon, a long-time ambassador for the charity. Snowdon emphasized the importance of early detection and seeking medical advice for survival. The models showcased their journeys, with some sharing personal stories of resilience and hope. The show aimed to inspire and raise awareness about breast cancer. ([irishnews.com](https://www.irishnews.com/news/uk/fashion-show-celebrates-24-people-living-with-and-beyond-breast-cancer-D657ADO7LVJOJCY2HLSFCP676Q/?utm_source=openai))
3. <https://www.independent.ie/videos/fashion-show-celebrates-24-people-living-with-and-beyond-breast-cancer/a1758749820.html> - The Independent provides a video coverage of the Breast Cancer Now fashion show, highlighting 24 models living with or beyond breast cancer. Hosted by Lisa Snowdon, the event aimed to celebrate the strength and resilience of those affected by the disease. The video features interviews with participants, including Kendra Schneller, a nurse from London, who shared her journey and the empowerment she felt participating in the show. The event also emphasized the significance of early detection and support. ([independent.ie](https://www.independent.ie/videos/fashion-show-celebrates-24-people-living-with-and-beyond-breast-cancer/a1758749820.html?utm_source=openai))
4. <https://breastcancernow.org/get-involved/volunteer-with-us/voices-news-and-updates/the-show-2024-sharing-stories-through-fashion/> - Breast Cancer Now's official website details 'The Show 2024,' a fashion event featuring 24 individuals living with or beyond breast cancer. The article discusses the selection process, the significance of the event, and profiles of some of the models, including Keri, Miranda, Adrienne, and Sharron. These models shared their motivations for participating, emphasizing the importance of raising awareness and advocating for self-checks among young women. The event aimed to inspire and empower those affected by breast cancer. ([breastcancernow.org](https://breastcancernow.org/get-involved/volunteer-with-us/voices-news-and-updates/the-show-2024-sharing-stories-through-fashion/?utm_source=openai))
5. <https://www.itv.com/thismorning/articles/celebrating-body-confidence-with-four-breast-cancer-survivors> - ITV's 'This Morning' features a segment celebrating body confidence with four breast cancer survivors. Hosted by Lisa Snowdon, the segment showcases the survivors embracing new looks and discussing their journeys. The article provides details on the outfits featured, including a bright and bold velvet blazer, a floral printed midi dress, and a retro revival printed shirt. The segment aims to inspire viewers and promote confidence among those affected by breast cancer. ([itv.com](https://www.itv.com/thismorning/articles/celebrating-body-confidence-with-four-breast-cancer-survivors?utm_source=openai))
6. <https://www.cbsnews.com/boston/video/mother-with-breast-cancer-to-walk-in-fashion-show-that-benefits-families-going-through-the-disease/> - CBS Boston reports on a mother with breast cancer preparing to walk in a fashion show benefiting families affected by the disease. The event, Runway for Recovery, aims to provide support and raise awareness for families battling breast cancer. The article highlights the significance of such events in fostering community support and offering hope to those undergoing treatment. The fashion show is scheduled for October 25 in Boston. ([cbsnews.com](https://www.cbsnews.com/boston/video/mother-with-breast-cancer-to-walk-in-fashion-show-that-benefits-families-going-through-the-disease/?utm_source=openai))
7. <https://www.counton2.com/news/local-news/trident-health-center-hosts-breast-cancer-survivor-fashion-show-in-the-lowcountry/> - WCBD News 2 covers the Trident Breast and Cancer Center's 2023 Breast Cancer Survivor Fashion Show in Charleston, South Carolina. The event celebrated survivors from the Lowcountry, with over 10 models recognized at the Rollins Edwards Community Center. The article features insights from survivor Sundi Herring, emphasizing the importance of such events in reminding those undergoing treatment that there is hope. The event was free to the public and aimed to raise awareness and support for breast cancer survivors. ([counton2.com](https://www.counton2.com/news/local-news/trident-health-center-hosts-breast-cancer-survivor-fashion-show-in-the-lowcountry/?utm_source=openai))