



WINNER



It was never going to take much convincing, was it? Twelve beautiful girls giving a catwalk show and business pitch to 500 people at an exclusive club in the heart of Mayfair. It's enough to make even Richard Farleigh weak at the knees. The City's Top Model Entrepreneur is the newest project from the prolific model-turned-business-woman Chelsey Baker, who knows a thing or two about mixing acumen with aesthetics.

But this was going to be no ordinary night of pageantry—which became apparent as soon as we arrived for the pre-show preps. In between getting primped, plucked, preened and prettified by some of country's leading

artists, designers and fashionistas, these model entrepreneurs were delivering razor-sharp commentaries and interviews, effortlessly rehearsing their pitches, all punctuated with poise.

Chelsey and Richard had seemingly unearthed a true representation of the young business talent in Britain today: a rare mix of jaw-dropping beauty and cheque-signing ingenuity. But the question is: did the girls deliver? Before you find out, take a peek and see what went down behind the scenes.



Charlotte Edwards, 27
Pitching one-off handmade bags made from recycled clothes and jewellery.



Shirley Burnett, 26
Pitching a weekend childcare facility.



Margaux McPherson, 23
Pitching a website which creates personalised clocks.



Diana Buraka, 30
Pitching online educational videos about finance.



Megan Jane-Smith, 30
Pitching a new walking-frame for elderly and disabled people.



Hadia Osmani, 21
Pitching a range of clothing inspired from different cultures. Fair trade.



Olivia Pim, 27
Pitching tailored and stylish clothing, which is still affordable, for taller ladies.



Sapphira O'Shannon, 26
Pitching a social networking site for models.



Vanessa Knight, 24
Pitching an online business selling art and designs.



Cassie Odqvist, 21
Pitching stiletto shoes that have comfortable cushioned insoles.



Lucy Misch, 25
Pitching a production company offering workout DVDs.



Marie-Claire Accorinadino, 29
Pitching a private-equity company focusing on female investors.

