



WELL PLAID: Ivanka Trump at the Dressed to Kilt show. Pictures: Diane Bondareff/AP



JASON WHITE: Rugby star took to catwalk for charity show.



KEEPING IT QUIET: A model shows a commission by Victoria's Secret.

Celebrities check out Scottish fashion for Tartan Week show

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SCOTS Rugby player Jason White and heiress Ivanka Trump are among celebrities who took part in a charity fashion show in New York for Tartan Week.

The models wore Scottish fashion with a modern twist, raising money for the Friends of Scotland charity.

Also on the catwalk were actors Matthew Modine and Billy Boyd, and models wearing creations by US lingerie firm Victoria's Secret.

The event is part of Tartan Week 2007, which promotes Scotland to the US.

Scottish musicians will play a sell-out gig at the Bowery Ballroom in New York tonight as part of the celebrations.

Bob Kildea of Belle and Sebastian and John Cummings of Mogwai will perform DJ sets at the venue. The 650-capacity crowd will also be entertained by Scots indie musicians Sons and Daughters and 1990s.

Michael Kellet, first secretary of Scottish Affairs, based in Washington DC, said there were plans to extend and build on the success of the musical event.

"This is the first time we've put this type of musical event on, and made a particular

effort to portray a modern Scotland in this way."

He added: "It's all part of saying to people - come to Scotland to live, work and study."

Tartan Week takes place the first week of April each year in New York City and across the US. The week's events are built around Tartan Day on April 6.

The week builds on the launch of the Scottish government's strategy for stronger engagement with the US, which confirmed Tartan Week as one of the key vehicles for promoting modern Scotland to this priority market.

Peter Lederer, chairman of

VisitScotland, who is currently in New York, said last night that this year's celebrations were "going very well".

He added: "The event has been growing very nicely each year, and the awareness of the week is certainly becoming more apparent. We are very pleased this year with the private sector influence."

"Our commercial partners are making good sales and our trade delegation has been very successful."

VisitScotland's investment in Tartan Week this year is about £300,000. Its investment in 2006 generated £2m of coverage in US newspapers, TV and radio.