

Catwalk Queen's Gemma Cartwright comes home as she returns to Aigua Media as Editor-in-Chief



Ten years since creating fashion blog [Catwalk Queen](#), one of the UK's most influential bloggers is returning to take up the position of Editor in Chief at Aigua Media in September.

Gemma Cartwright began Catwalk Queen as a teenager, whilst studying for a degree in Fashion Journalism at The London College of Fashion. Her talent was instantly recognised and she was nominated for an EMAP Fanzine Award and was described by The Independent as one of the 'Editors of the Future'.

Through a career that has included work on a variety of fashion and celebrity blogs, Gemma's unique perceptiveness and insight have led to her presenting workshops at Britain's Next Top Model Live and The Ideal Home Show and she has worked extensively on Graduate Fashion Week. Gemma has developed close working relationships with a range of brands and retailers, including guest editing blogs for Topshop, Evans and Koodos, creating video content for Clinique and Estee Lauder and filming promotional videos for HP and Microsoft Windows.

This impressive CV has led to Gemma being listed as the third most influential UK fashion insider on Twitter by [The Telegraph Online](#).

Gemma's move to Aigua Media reunites her with her first blogging project, which itself has gone from strength to strength since Gemma created it at university. Catwalk Queen is now one of the UK's most popular fashion blogs, being the first to ever be invited to London Fashion Week. It is also a flagship blog of the Aigua Media network which incorporates 11 blogs and 2 social shopping sites. The network is a leader in the online fashion media world, with a collective reach of a staggering 1.2 million unique monthly users and 200,000 twitter followers.

Jess Markwood, Editorial Director Aigua Media says: "I'm over the moon to welcome Gemma to the editorial team at Aigua Media and indeed delighted to see her back at the helm of Catwalk Queen. She will no doubt become a vital asset to the company and I look forward to calling on her vast knowledge and experience to help drive the content further forward."

Gemma Cartwright, Editor-in-Chief commented: "I'm thrilled to be joining Aigua Media and becoming part of such a fantastic, dedicated team, and am thrilled to be able to return to the site that started it all for me!"

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Aigua Media Group is the UK's leading online fashion and beauty publisher with a network that includes leading titles such as **CATWALK QUEEN, SHOEWAWA, THE BAG LADY, KISS AND MAKEUP** and **OSOYOU**.

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