

CELEBRITY SHOPPER OF THE YEAR - WHY COLLEEN IS THE QUEEN OF CHAV STYLE

As so many of you have been asking why those 10 are in the running, David Southwell, Director of Communications at the BRC, said:

"The nominees were chosen by the industry to reflect celebs who had had either a massive impact on retail by shaping what people buy or who have a special passion for retail therapy.

Some of the celebs in our list have been nominated for the huge impact on what our customers buy and others because of their passion for shopping.

Whilst the likes of Jamie Oliver have had a massive impact on the food bought and Trinny and Susannah have shaped what the county wears, other nominees have earned their nomination through their passion for spending. David and Victoria Beckham have feet in both camps being both big spenders and fashion icons.

Britain's current best-dressed man Chris Martin and his wife - a noted top Shop shopper - both just failed to make the list and one people may be surprised to find Abi Titmuss and Colleen McLoughlin in the Top 10 running for the award, but there's no doubt they have had an impact on what people buy - especially Colleen who has already been nicknamed in retail circles as 'The Queen of Chav-Style'."