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Modelling in the genes

MODELLING must be in the genes for three generations of a Chesterfield family who have been lined up as the faces of a denim brand.

Aspiring model, and Miss Chesterfield 2010 Francesca Middleman (21), her mum Amanda and grandma Valerie Hillier (70), strutted their stuff in a fashion photoshoot for Wizard Jeans – thought to be the first-ever starring a trio of female relatives.

They scooped the honour ahead of stiff competition

By Ellen Beardmore

after entering the search for three generations to model for the firm's website. "We sent off a few cheeky photographs taken at home - I think one of them was of Francesca in a wheelbarrow - before we heard back," said Amanda (46), of Bramley Vale.

"It was very exciting to be picked and a slightly strange thing to be doing.

"We were treated like stars and really enjoyed it, it was a fantastic experience I'd urge anybody to get out there and do."

Wizard Jeans launched

its bid to find three generations to show how jeans can look good on women of any age.

Months were spent hunting for the perfect family before the fashion-conscious Chesterfield three were successful.

Amanda said: "We all share shoes and bags, clothes more between me and my mum, but we're all like three peas in a pod.

"All of us tend to go for a slightly tailored look - Francesca's idol is Elle Macpherson while Valerie has always admired Twiggy and my favourite model would be Kate Moss."

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FAMILY FASHION: Valerie, Francesca and Amanda in a photoshoot.