

Trick or chic! Erin Holland shows off her slender frame in slinky red dress and devil horns as she celebrates Halloween with local charity

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It takes a special kind of celebrity to don a devil costume as if it were an elegant work of couture.

But for slender beauty Erin Holland, 26, even the least glamorous of outfits will flatter the frame.

The former Miss World Australia appeared in a charity campaign this month promoting the Children's Medical Research Institute's Halloween appeal, donning set of devil horns and matching red dress.



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Wearing costume like couture! Erin Holland, former Miss World Australia, appeared in a charity campaign this month promoting the Children's Medical Research Institute's Halloween

Looking more angelic than devilish, the blonde beauty is glows in minimal makeup as she poses holding a bag emblazoned with the charity's logo.

The campaign encouraged Australian children to donate their trick-or-treat gold coins to the Institute so as to help fund research into common diseases such as cancer.

Taking to Instagram to share a snap from her recent campaign with the charity, the former beauty queen wrote: Who else LOVES [Halloween](#)?! This year, instead of just scaring neighbours into giving lollies, I want all trick-or-treaters to collect donations too for those kids who aren't able to join in on the fun'.



Queen of the underworld! Looking more angelic than devilish, the blonde beauty is glows in minimal makeup as she poses holding a bag emblazoned with the charity's logo



Getting into the carnival spirit! Aside from her schedule of philanthropic work, the blonde has also been busy keeping up appearances at the Melbourne racing carnival