Fraser-Pryce rockets into World Championships history

Shelly-Ann Fraser-Pryce took a mere 10.76 seconds to write her name in the history books again, as she left her closest competitor a braid's length behind to win an unprecedented third IAAF World Championships 100m title.

The five-feet tall sprinter, who competed with braided black and green hair topped off with a garland of yellow flowers, brought her impressive individual senior championship medal collection to seven - three 100m World Championships gold, two Olympics 100m gold, 200m World Championships gold and an Olympic 200m silver. The silver medal was won by Dafne Schippers of The Netherlands in 10.81 with America's Tori Bowie taking the bronze in 10.86. Jamaica's Veronica Campbell Brown (10.91) placed fourth and Natasha Morrison (11.02) seventh. Campbell-Brown, despite not medalling said she was "grateful and thankful" for the result. "I'm blessed, I don't like to dwell on the past and I've already moved on. My mind is on the 200m," VCB said. Morrison said she was happy by her performance. "I'm proud of my efforts and I'm encouraged to work harder going forward," she said. Fraser-Pryce's victory brought Jamaica's medal tally to three after three days of competition. Usain Bolt won gold in the men's equivalent on the second day in 9.79 and O'Dayne Richards bronze in the men's shot put.