

MEDIA RELEASE
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RESTYLE RETURNS TO TPF WITH A TWIST

The Telstra Perth Fashion Festival is bringing **Restyle** back with a twist as the popular photo-a-day style challenge returns for 21 days this August, featuring 21 of WA's finest fashion personalities as they follow daily style prompts with outfits sourced from local charity shops.

Running from **Monday 10th August** to **Monday 31st August**, this year's Restyle initiative has taken a step beyond fashion bloggers and now includes an array of designers, artists, stylists and creatives from WA's large fashion community to show the public how to work op-shopped finds into any wardrobe.

Proudly supported by **Lotterywest**, Restyle 2015 has partnered with seven local charities to prove great fashion can be affordable and fun, including **Anglicare, Australian Red Cross, Good Sammy, RSPCA, Salvo Stores, Save the Children** and **Vinnies**.

TPFF founder and director Mariella Harvey-Hanrahan says Restyle is the perfect platform to encourage creativity in fashion while supporting local charity organisations.

"Contrary to popular belief, great style doesn't always come with a hefty price tag," she said.

"There are so many hidden treasures at our local op-shops, and we're excited to get Perth fashionistas out there trying new things with the daily style prompts, all while supporting a good cause."

Participants of Restyle 2015 are encouraged to play along and share their looks on Instagram, Twitter and Facebook with the hashtag **#Restyle2015** for a chance to walk the **Restyle Runway** during the festival.

Please see below for a full list of participants.

— ENDS —

Telstra Perth Fashion Festival will run over six days from 15 to 20 September 2015.

Telstra Perth Fashion Festival is supported by the State Government through Tourism WA and the Department of Culture and the Arts, and by the City of Perth.

Follow Telstra Perth Fashion Festival on Facebook at Perth Fashion Festival (PFF), on Twitter @perthfashfest and on Instagram @telstraperthfashionfestival.



telstraperthfashionfestival.com.au

For more information, interview or photo opportunities, please contact:

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Restyle 2015 participants:

Florist **Rebecca Const** of Fox and Rabbit

Blogger **Adelle Cousins** of Where the Styled Things Are

Actor **Adriane Daff**

Designer **Jonte Pike** of Jonte la Mode

Designer **Natalie Donovan** of Wild Horses

Blogger **Ally** from Ally Vintage

Bloggers **Holly Mitchell** and **Louisa Miller** of The Boyfriend Shirt

Designer **Charissa Schlink** of Curious Birdy

Artist **Sarah McCloskey** of SarSar

Blogger **Angeline Lloyd** of Love Thread

Photographer **Penny Lane**

Designer **Jomay Cao**

Creative **Marcia Ball** of Style Voyeur

Blogger **Jenelle Witty** of Inspiring Wit

Artist **Kelly Coates** of Mekel

Stylist **Mikey Walton**

Blogger **Andrea Goh** of What's The Goh

Designer **Ben Conroy** of Base by Ben

Artist **Anna McEachran**

Stylist **Emma Bergmeier-Varian**