

**MEDIA RELEASE**

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## **THE 2015 TELSTRA PERTH FASHION FESTIVAL KICKS OFF**

Perth's biggest fashion event delivered a knockout runway show tonight to a packed crowd, when WA Boutique Dilettante showcased designs from 33 Poets, Toni Maticevski and Yang Li, to open an incredible week of fashion at the 2015 Telstra Perth Fashion Festival.

International modelling sensation, Kia Low, opened the show at Fashion Paramount presented by Alcohol. Think Again, walking with face of the festival, Tiah Eckhardt who both dazzled the audience with 28 of Perth's best models in the black silk lined marquee.

The first ever retailer to open the festival, Diana Paolucci, owner of Dilettante, exhibited the very finest in local, national and international design.

Pieces from 33 Poets explored counter culture and embraced experimental fashion design, while Toni Maticevski showcased sophisticated luxury, and mastery of drape. The current toast of Paris, Yang Li, added sharp, monochromatic glam to the runway.

Ambassador for WA Fashion and international fashion illustrator David Downton, WA Premier Colin Barnett, Lord Mayor Lisa Scaffidi and festival director Mariella Harvey-Hanrahan sat in the very exclusive front row along with other fashion buyers and designers.

Hosted by Fiona Falkiner, host of The Biggest Loser Families, Dilettante put on an exciting night of cutting-edge culture.

The 2015 Telstra Perth Fashion Festival has opened with a bang, setting the tone for the week ahead.

-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 @perthfashionfest and on Instagram @telstraperthfashionfestival.*

*telstraperthfashionfestival.com.au*

For more information, interview opportunities or runway photos;



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### **33 Poets**

Designer Rebecca Paterson has established a national and international reputation for her unique, innovative and experimental design work. With a name as one of Australia's leading counter-culture fashion designers, Rebecca's designs consistently inspire creatives both locally and internationally.

33 Poets is known for working with experimental fabric silhouettes and using fashion to comment on popular culture. Over the years Rebecca's work has been collected by leading museums; including the Victoria and Albert Museum in London, the National Gallery of Victoria and the Powerhouse Museum in Sydney.

### **Toni Maticevski**

Australian born designer Toni Maticevski launched his label Maticevski in 1999 after graduating from the Royal Melbourne Institute of Technology and working with international labels such as Donna Karan New York.

Since then he has continued to manipulate traditional fashion silhouettes displaying a mastery of volume, drape and cut. The Maticevski brand is recognised worldwide as modern and beautiful to wear with an artisanal attention to detail and quality.

### **Yang Li**

After dropping out of Central Saint Martins and working for Raf Simons, London-based designer Yang Li turned his attention toward his namesake label. Presenting his first collection in Paris for FW 2013, Li was quick to demonstrate his exceptional skills in classic tailoring and architectural silhouettes, offering a clean and structured aesthetic.

Born in China, Li moved to Perth as a child where he notes several influences for his work originate from basketball, skateboarding and street-culture. These sub-cultures along with the 90's, military style and modernist designers such as Helmut Lang, all play a part in the young designer's artistic vision.