

MEDIA RELEASE

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PHUONG MY'S FEMININE DESIGNS FLOWER THE RUNWAY

Vietnamese designer Phuong My took Perth crowds by storm last night with her 46 piece Spring/Summer 2015/2016 collection at Fashion Paramount presented by Alcohol Think Again.

Phuong My revealed an elegant, modern and feminine floral covered runway created exclusively for the event by acclaimed local florist, Rebecca Grace.

Sourcing her fabrics from Milan, Paris and Hong Kong, the elegant palette of vibrant hues on models proclaimed spring and summer elegance.

“We are so proud Phuong My chose the 2015 Telstra Perth Fashion Festival to showcase her Spring/Summer 2016 collection. Having a designer of her calibre choosing our city and event to showcase her collection demonstrates the strength of the Festival’s Gateway to Asia initiative,” Telstra Perth Fashion Festival Founder and Director, Mariella Hanrahan Harvey.

Born in Ho Chi Min City, the Vietnamese designer embraced the feminine figure and made women feel confident about themselves with designs that featured beautifully striking silhouettes and exclusive luxury fabrics.

The cutting techniques and use of a variety of materials such as wool, silk, silk lace, opaque organza and silk net, accentuated the amazing palette of colours to wow crowds.

Official Makeup Artist Carol Mackie for MAC Cosmetics and Official Telstra Perth Fashion Festival hair partner L’Oreal Professionel styled models last night, with hair direction by Alicia Peruzza at Status Hair Boutique.

The young designer has a passion to produce exceptional fashion. She and produces her designs in Vietnam, ensuring an exceptional blend of materials and exclusivity.

— 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 @perthashfest and on Instagram @telstraperthfashionfestival.

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For more information

David Gardiner

E: pr@perthfashionfestival.com.au

P: 0401 670 658

Phuong My

The label of Vietnamese designer and stylist Tran Phuong My, Phuong My is renowned for a varied use of materials, printed patterns and specific shapes which depict the delicacy of women's beauty.

Having studied and graduated with honours from the Academy of Art University in San Francisco, Phuong My expresses her creative talents through her design, in her work as a stylist in New York and for key fashion magazines including Elle, Harper's Bazaar and Vogue.

Phuong My's designs are full of femininity and elegance with signature emphasis on the waistline and hip accentuating silhouettes.