

MEDIA RELEASE

Embargoed until 9:00pm Thursday 17 September

SPARKLES, RAINBOWS AND UNICORNS DOMINATE THE RUNWAY AT JAIME LEE

Jaime Lee returns to the 2015 Telstra Perth Fashion Festival to showcase her SS16 collection in collaboration with Perth-born, London-based footwear designer Kira Goodey.

Last night was a whirlwind of pearlescent 3D floral embellishment and signature hyper coloured Jaime Lee designs inspired by Tokyo Theme Parks, Japan's Robot Restaurant and the streets of Harajuku. With rainbows and unicorns on the runway and confetti explosions to end, the never-subtle Jaime Lee wowed guests at Fashion Paramount presented by Alcohol. Think Again.

Jaime Lee is a West Australian label specialising in demi-couture evening gowns. Her designs have been splashed across the red carpet and are the pick of the most daring celebrities like Kendall Jenner, Olivia Palermo, Rita Ora, Katy Perry, Lady Gaga, Shakira and Kimbra.

International model Tiah Echardt opened the runway in an orange embellished two-piece that brought together demi-couture and the designer's influence by the impressionists and their fascination with light on their subject matter, setting the scene for what was a truly unique and unexpected runway experience.

Over 700 people witnessed Jaime Lee's incredible collection. The designer is well known for her left of centre designs that are loud, impressionistic, and always far from understated.

Official Hair Partner L'Oréal Professionnel delivered dazzling hairstyles to match the fashion, directed by Maddie Donnelly from Baseline. MAC Cosmetics, directed by Carol Mackie, created the unique makeup look.

Jaime Lee has dominated the runway with her exceptionally unique designs. Never failing to disappoint, she delivered a captivating show at the biggest fashion event in town.

-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 access to campaign imagery;

David Gardiner

E: pr@perthfashionfestival.com.au

P: 0401 670 658