



MEDIA RELEASE

Wednesday 20 April 2016

Telstra Perth Fashion Festival unveils 2016 dates for WA's biggest week of fashion

Perth's best dressed can lock in the dates of WA's most exciting week of fashion as the **2016 Telstra Perth Fashion Festival (TPFF)** takes over the city across six days from **Tuesday 20 September until Sunday 25 September** this year.

Now in the third year of its partnership with Telstra, TPFF will transform WA into a hub of excitement with over 30 world-class fashion events shining the light on some of the most talented local, national and international design talent.

Building on the success of last year, TPFF will continue to grow its engagement with the community with the **2016 Cultural Program**, offering a range of fashion-inspired initiatives including workshops, runway shows, exhibitions, performances, lectures, in-store activities and more, as part of the official TPFF calendar of events.

With submissions for the 2016 Cultural Program closing **Friday 29 April 2016**, emerging and established retailers, artists, designers, creatives, businesses and individuals will have the chance to gain brand exposure, showcase their products and brands and strengthen their industry networks.

"We are excited about announcing our dates for this year's Festival," said Festival Director Mariella Harvey-Hanrahan. "We are looking to diversify the Festival calendar this year by adding new and fresh content and are in discussions with some impressive talent."

"We plan to showcase our designers, our City and brand WA in style with up to the minute runway shows, exhibitions and cool venues. It's going to be a huge fashion and cultural celebration which will add a vibrant and pumping creative pulse to Perth in September."

The full TPFF 2016 program of events will be unveiled in July 2016.

For more information visit www.telstraperthfashionfestival.com.au.

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Telstra Perth Fashion Festival will run over six days from 20 to 25 September 2016.

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

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

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