

MEDIA RELEASE

Embargoed until 21:00 WST

Wednesday 21st September 2016

50 YEARS OF AUSTRALIAN FASHION AND MUSIC TAKES CENTRE STAGE

Private collections from some of Australia's most renowned designers appeared on the runway at Telstra Perth Fashion Festival (TPFF) on Wednesday night for Adam Heath: 50 Years of Australian Fashion and Music.

In celebration of its 50th anniversary, iconic WA boutique Adam Heath took its audience on a trip down memory lane where 30 models paraded through 50 years of Australian fashion.

Featuring the work of over 15 designers, the show created a spectacular visual timeline of Australian fashion dated from 1960, accompanied by music from Australia's most celebrated artists. The amazing music compilation featured the finest of Australian artists including The Seekers, INXS and The Divinyls.

The 10 iconic looks from each decade have been sourced from all over Australia, with vintage fashion from private collections generously donated from designer archives. Designers Akira, Collette Dinnigan, George Gross, Harry Who, Jag, John Cavill, Prue Acton, Stuart Membery, Tea Rose Couture, Third Millennium and many more were featured in the show.

Adam Heath: 50 years of Australian Fashion and Music was curated by storeowner, Judy Burbury and Telstra Perth Fashion Festival Director, Mariella Harvey-Hanrahan.

-ENDS-

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

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;

David Gardiner

E: pr@perthfashionfestival.com.au

P: 0401 670 658

ADAM HEATH

Adam Heath was established on the 15th of February 1966 – the day decimal currency was introduced. Originally owned by Nonie Lake, Adam Heath has since been taken over by Judy Burbury, under whose discerning eye it has come to be regarded as one of Australia’s most iconic fashion boutiques. Carrying a handpicked collection of international and national designers including MARNI, Dries Van Noten, Anya Hindmarch, Sonia Rykiel and Dion Lee, Adam Heath represents an exclusive curation of women’s luxury fashion.

Over the past 50 years Adam Heath has dressed three generations of women, constantly adapting to meet the rapidly changing needs of their client’s lifestyles. The contemporary Adam Heath woman travels the globe, has a career, they are fitter, more savvy, embrace the internet and social media, are confident and aware of the latest trends worldwide.

Housed in the heart of Claremont’s prestigious shopping precinct, Adam Heath has been a fashion mecca for half a century, and with the guidance of Judy Burbury and her daughter Angela, it will continue to delight its stylish clients for many years to come.