

MEDIA RELEASE

Embargoed until 21:30 AWST
Sunday 25th September 2016

FLANNEL'S FIRST DECADE SHINES BRIGHT

Australian label Flannel flaunted its Spring/Summer 17 collection on a gold dipped, tropical oasis themed runway on Sunday night at the 2016 Telstra Perth Fashion Festival (TPFF).

Presented by Community TAB at the Art Gallery of WA, the audience was transported to paradise and immersed in summer vibes curated by creative, Rebecca Grace.

The highly anticipated collection featured metallic hints, azure sequins and sunset blush leather, conjuring images of beach bonfires and star-filled evenings.

The highly anticipated show was closed by recently crowned Miss Universe Australia and Perth-born beauty, Caris Tiivel.

The collection is representative of Flannel's signature chic and luxurious pieces that evoke the relaxed feeling of being at home or on holiday.

With a total of ten Australian stores and a flagship store in USA, Flannel has gained local, national and international accreditation with a following from the likes of celebrities including Megan Fox, Kesha, Isabel Lucas and Drew Barrymore.

-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

FLANNEL

Since its inception Flannel has gained local, national and international acclaim. With a total of nine stores, eight in Australia and a flagship USA store located on the famous Abbot Kinney Boulevard in Venice, Los Angeles. A loyal following that includes celebrities; Megan Fox, Kesha, Isabel Lucas, Maggie Gyllenhaal and Drew Barrymore.

Each concept store is unique and reflects Flannel's chic luxurious personality yet conjures a relaxed feeling of being at home or on holiday. Flannel is also represented in a number of high end American stores including Shopbop, Intermix and Stacey Todd to name a few.