

**MEDIA RELEASE**

Thursday, 7 July 2016

## MILESTONE REACHED AS TPF 2016 GOES FUR-FREE

Following consultation with PETA, Fashion Council WA announce today that Telstra Perth Fashion Festival 2016 will not permit the presentation of real animal fur on the runway.

The stance comes after consultation with the TPF board and the local fashion industry, and follows the ethical footsteps of Virgin Australia Melbourne Fashion Festival.

“After extensive consultation with our designers and our industry – we have arrived at the conclusion that there are many options of producing great clothes that are on trend, sustainable and cruelty free with faux fur,” said festival director Mariella Harvey Hanrahan.

This year’s fur-free policy is a milestone for Telstra Perth Fashion Festival (TPF), which is now in its 18<sup>th</sup> year. Highly regarded as one of Australia’s premier fashion events, TPF has cultivated an international reputation for fostering a number of Australia’s most renowned creative talents, and showcasing Western Australian designers on a global stage.

“By taking a stand against fur, Perth Fashion Festival is part of the growing movement in the fashion industry that recognizes animals shouldn’t have to die for coats, collars, cuffs, and trim. The majority of people would never consider wearing fur, and we’re thrilled to see Perth Fashion Festival making the compassionate decision to ban fur from the runways,” said Ashley Fruno, Associate Director, PETA Australia.

With international fashion success stories including Wheels & Dollbaby, Gemma Ward, Skye Stracke, Nicole Trunfio, Aurelio Costarella, Megan Gale, Bridget Malcolm, ELLERY, Russell James and Zhivago, all hailing from Perth, the scene is set for the most exhilarating week of fashion Australia will see in 2016.

— 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 @perthfashfest and on Instagram @telstraperthfashionfestival.

telstraperthfashionfestival.com.au

## FASHION COUNCIL WA

Perth Fashion Concepts Incorporated, PFCI, was established as a governing body and association to nurture, advocate and further the interests of WA Fashion Industry. Over the last decade PFCI has raised funds to facilitate and support the Telstra Perth Fashion Festival, the WA Fashion Awards and other industry events.

But it was time for change, and in 2015 we unveiled a new chapter for the association with a new name and a more focused direction. As **Fashion Council WA**, PFCI is more appropriately positioned to grow and ensure Western Australia is internationally recognised as a hub for emerging and established talent in the fashion sector.

Through the Fashion Council WA we will provide opportunities for local designers to achieve commercial and cultural success, media coverage and creative excellence. We will advocate for positive change and progress within the industry, unearth new talent, and foster strong relationships with government partners, sponsors, designers, retailers and creatives. We will champion progressive and dynamic innovators that our shaping the industry and drive attendance at our events to build local networks and opportunities.

For more information, interviews or photo opportunities, please contact:

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