

**MEDIA RELEASE**

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## **ONE FELL SWOOP EXUDES ELEGANCE AT TPF**

One Fell Swoop proved to be one of the most elegant shows at the Telstra Perth Fashion Festival when it hit the runway on Friday night.

Held at Fashion Paramount, presented by Alcohol.Think Again, 20 models showcased 67 different looks from One Fell Swoop's stunning Spring/Summer and Resort 17 collections.

Set to an eclectic, custom created soundtrack, the One Fell Swoop audience was immersed in moody vibes and surrounded by mysterious figures suspended from the ceilings.

Defined as masters of drapery, One Fell Swoop's collections were a curation of ultra-feminine and aesthetically light pieces.

The Spring / Summer and Resort 17 pieces, which were the brainchild of One Fell Swoop designers Nina Ergic and Daniel Romanin, provided shining examples of collections that strive for timelessness with each piece.

-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.*

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*telstraperthfashionfestival.com.au*

For more information, interview opportunities or runway photos;

David Gardiner



E: [pr@perthfashionfestival.com.au](mailto:pr@perthfashionfestival.com.au)

P: 0401 670 658

### **One Fell Swoop**

Co-designed by Nina Ergic and Daniel Romanin, Australian womenswear label, One Fell Swoop is lauded for their precision drapery and proficient tailoring.

Having met while studying at the prestigious West Australian School of Art and Design, they quickly discovered that not only did they share a similar European lineage, but possessed a congruent design aesthetic. It was only natural that when it came time to present their final year collection, they did so together, thus beginning their venture.

In 2005 they made their debut as One Fell Swoop, a moniker that was inspired by a critical scene from Shakespeare's Hamlet, which resonated strongly with the designers. The inaugural 15-piece collection earned One Fell Swoop both critical and commercial success. The designers presented a second collection at the A/W Mercedes-Benz Fashion Week the same year.

During these formative years, Nina and Dan mastered their chosen mediums of tailoring and drapery. They forged signature techniques including the age-old art form of manipulating a singular piece of cloth, resulting in the creation of an interminable garment.

Their minimalist silhouettes are designed to complement both the female form and the environment in which they are worn. They work predominately with natural fibers including European silk and Australian merino wool, and are renowned for their use of crepe de Chine. Their designs are heavily inspired by nature, in particular the concepts of minimalism, amplified fluidity and molecular structure.

Over the past 10 years One Fell Swoop have cultivated a cultish-like coterie of loyal clients and have become a go-to brand for celebrities including Michelle Williams, Natalie Imbruglia, Bambi Northwood-Blyth, Emma Leung and Holly Throsby.

In 2015, the West Australian-based brand celebrated its 10th anniversary, returning to Mercedes-Benz Fashion Week Australia to present their first solo collection at the festival in seven years.