

MEDIA RELEASE

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Five-star night of Australian fashion at TPF Opening Night

An all-star line-up of Australian designers graced the runway for Telstra Perth Fashion Festival's (TPFF) Opening Night yesterday evening, setting the scene for a stellar week ahead.

Presenting Partner, AMP Capital Shopping Centres was proud to be a part of the biggest Opening Night in Festival history, showcasing iconic Australian designers Dion Lee, Romance Was Born, Zhivago, Bianca Spender and Flannel.

Hosted at Fashion Paramount presented by Alcohol.Think Again, the 2016 TPF Opening Night featured 45 models hitting the runway across an incredible backdrop of video footage that captured some of WA's most iconic landscapes.

"Fashion runways are a chance for designers and creative directors to take their vision to the next level, transforming runways and stages to incredible masterpieces, and Telstra Perth Fashion Festival's Opening Night did just that," said Festival Director, Mariella Harvey-Hanrahan.

"Opening Night was a stunning visual experience that has set the scene for the week ahead."

With an incredibly high calibre of WA and Australian designers stepping out on Opening Night, the evening was a testament to the Festival's reputation of being Perth's premier fashion event.

— 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.

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Romance Was Born

A tour de force of contemporary Australian fashion, Romance Was Born is renowned for its fusion of grand scale storytelling with a considered design process. Designers Anna Plunkett and Luke Sales met while completing their studies at East Sydney Technical College and together established the inimitable label in 2005. They have since become known for their ability to transform an initial novel inspiration into a unique, immersive collection that consistently provokes an emotional response. Collaboration is an integral part of each collection for the duo, who choose to work with artists and brands that share both their creative passion and dedication to an individual design process. Partnerships with such diverse creatives as Disney, Marvel, Linda Jackson, Del Kathryn Barton, the Sydney Theatre Company and the National Gallery of Victoria have resulted in the uncovering of a creative common ground that both strengthens and develops the relationship between fashion and art. Stocked globally, the label has garnered further respect for the annual extravagant and theatrical runway shows that realise the entire Romance Was Born vision. With creations held in the fashion and textile collections at both the Powerhouse Museum in Sydney and The National Gallery of Victoria, Romance Was Born is a key touchpoint for influential Australian Design.

Zhivago

ZHIVAGO is a high-octane Australian fashion label, widely acclaimed for their signature fusion of tailored ready-to-wear, architectural proportions and provocative red carpet gowns. From the Russian name meaning “daring”, ZHIVAGO is designed for the confident, calculated statement-maker, who lusts for opulence and directional design. Launched in 2012 by co-designer Lydia Tsvetnenko and Lara Kovacevich, ZHIVAGO has rapidly developed a devoted cult-like following; counting supporters amongst some of the world’s most prominent style-makers, influencers and celebrities. ZHIVAGO the label is both seductive and sophisticated, the high voltage designs enhancing the female form and further empowering the confident woman. Tsvetnenko and Kovacevich create garments that not only adorn, but accentuate the female form whilst their daring, youthful aesthetic has propelled ZHIVAGO onto the global stage

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 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.

Dion Lee

Dion Lee is a designer brand hailing from Sydney, Australia, established in 2009 by its eponymous Creative Director. Renowned for experimental construction combined with traditional tailoring, the brand has pioneered a modern identity for Australian fashion. The Dion Lee aesthetic is technical with an intelligent sensuality. Each collection marries innovative construction, with a consciousness of the female form. Textiles are engineered to form sculptural embellishments. Architectural silhouettes are dissected to enhance movement and the flow of air and light. After debuting at Australia Fashion Week, Dion Lee presented collections in London before relocating to New York, where the brand has become a permanent fixture on the seasonal schedule. Dion Lee is sold globally in over 80 of the world's most exclusive retailers including Net-A-Porter, Bergdorf Goodman, Selfridges and David Jones. Australia is home to five flagship stores, each designed to reflect the constructed nature of the product, in an environment that is both industrial and luxurious.