

MEDIA RELEASE

September 10, 2017

Aboriginal Runway to Celebrate Diversity in Fashion at TPF

A spectacular display of Indigenous art and fashion will be on show during the first dedicated Aboriginal runway showcase in Telstra Perth Fashion Festival's 19-year history.

Red Opium by Sandra Rives - Chirriger Collection: Aboriginal Runway will display creativity inspired by the world's oldest living culture.

The event is Free and will take place on September 9 at 1pm at City of Perth Fashion Central presented by Act-Belong-Commit in Forrest Place.

In a special appearance, leading Indigenous model Samantha Harris will fly into Perth to walk in the show alongside local burgeoning Aboriginal models.

Chirriger is the first collaboration between Red Opium designer Sandra Rives, Aboriginal fashion designer Kylie Graham, and local Aboriginal artist Peter Farmer and has been named after native bird and Noongar totem, the splendid blue fairy wren.

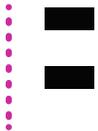
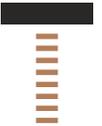
The collection will feature five of Farmer's Aboriginal artworks printed onto ready-to-wear fashion pieces inspired by the oldest living culture in the world.

Mr Farmer said each of his prints transferred onto the silk garments had a story significant to the local Noongar culture.

"We hope that women of all backgrounds would like to wear these beautiful garments with joy and pride in the knowledge that it has been created for their enjoyment and to help gain a deeper understanding of the landscape, plants and animals on this continent from an Indigenous perspective," he said.

The event is sponsored by Crown Perth and Kulbardi, Australia's largest Aboriginal owned stationery and business consumables supplier.

Chief Executive Officer Kim Collard said the company was extremely proud to be involved with the momentous runway display.



“It is wonderfully exciting for Kulbardi to be part of the collaboration between Sandra Rives from Red Opium, Kylie Graham and Peter Farmer, and see Samantha Harris take to the runway to showcase this amazing collection,” Mr Collard said.

Chirriger will later be available at TPF’s retail incubator store, HATCH, so consumers can get up close and personal with the detailed pieces.

Red Opium by Sandra Rives - Chirriger Collection: Aboriginal Runway is on Saturday September 9 at 1pm at City of Perth Fashion Central in Forrest Place.

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For more information, interview opportunities and photography please contact:

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About Telstra Perth Fashion Festival

Telstra Perth Fashion Festival (TPFF) is FCWA’s most established premium event platform. Now in its 19th year, TPF recognizes WA as the premier creative hub of emerging and established talent in the fashion industry.

With a dynamic program of events encompassing coveted runway shows, curated activations, community engagement initiatives, industry forums, digital integration and immersive experiences, TPF is a highly anticipated annual celebration of art, culture and fashion that continues to grow year on year.

In 2016, over 45,000 people attended over 68 events across 23 venues creating \$9.3 million total economic impact. TPF proved to once again engage and excite the local market.

The TPF 2017 program encompasses eleven days of fashion infused activations and events.

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