

MEDIA RELEASE
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Claremont Quarter to kick off TPF Fashion Lunch

Telstra Perth Fashion Festival will open in style with the first event on the 2017 calendar, the Claremont Quarter Fashion Lunch.

Running for the past decade, the Fashion Lunch has become a mainstay on the TPF annual program and is a popular networking event for Perth's most stylish business women.

Presented for the first time by Claremont Quarter, this year's lunch will be held at the picturesque location of Beaumonde on the Point in East Perth on Wednesday September 6 from 11.30am.

A range of fashion will be on offer during a runway showcase set amongst the tables, with spring/summer looks from leading Australian and international designers from Claremont Quarter's boutiques giving an insight into the latest trends.

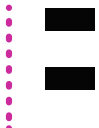
Approximately 350 guests will enjoy canapes, a two-course meal, WA wines as they enjoy buzzing atmosphere from a truly tailor made experience.

Festival Director Mariella Harvey-Hanrahan said Claremont Quarter was the perfect partner for the ever popular event.

"Claremont Quarter carries collections from our beloved Australian designers and beyond and is always ahead of the curve with its fashion offering," Ms Harvey-Hanrahan said.

"The luxury aspect of the shopping precinct makes it the ideal presenter of the Fashion Lunch, which attracts a well-heeled and fashion forward crowd."

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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, TPFF recognises 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, TPFF 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. TPFF proved to once again engage and excite the local market.

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

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