

MEDIA RELEASE

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Crown Pyramid the New Home of Fashion Paramount

Telstra Perth Fashion Festival will reach dizzying new heights in 2017 with a brand new venue for Fashion Paramount.

This year's showcase of ticketed events, which runs from September 6-17, will be held at Crown Perth's Crown Pyramid for the first time, increasing the footprint of the Festival to wider Perth.

With Crown Pyramid, Crown Towers and the soon to be opened Perth Stadium all falling within the Burswood precinct, the catchment has firmly established itself as the go-to hub for entertainment in WA.

Hosting Fashion Paramount at Crown Pyramid will grow TPF by increasing capacity for some of this year's top billing shows and providing a box office boost.

Highlights from the soon-to-be announced program include a spectacular opening night, the 30th anniversary celebrations for Wheels & Dollbaby, a scene-stealing runway from red carpet icon Rachel Gilbert and the history-making menswear showcase from Parker & Co.

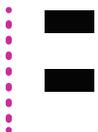
TPFF Director Mariella Harvey-Hanrahan said the new location for Fashion Paramount within the Town of Victoria Park was an opportunity to showcase Perth beyond the city.

"Our 2017 campaign is underpinned by the story 'Journey With Us', which is all about celebrating brand WA," Ms Harvey-Hanrahan said.

"Holding our incredible program of ticketed events at Crown Pyramid, within Crown Perth, will engage a wider audience of fashion lovers and expose them to the wealth of creative talent we have in our State.

"I can't wait to watch the Crown Pyramid come alive with the colour of the Festival in September, and see the positive impact of tourism on the Crown precinct."

Crown Perth Chief Operating Officer Food, Beverage and Entertainment, Andrew Hill said, as the home of world-class entertainment in Perth, Crown are thrilled to partner with TPF for Fashion Paramount.



“TPFF is an iconic cultural event showcasing some of Perth’s incredible talent within the fashion industry and we are pleased to be contributing to its continued growth,” Mr Hill said.

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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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