

MEDIA RELEASE

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Culture Kings Brings Attitude and Beats to Fashion Central

Perth's premiere destination for street style Culture Kings will pump up the beats for an energetic runway event as part of Telstra Perth Fashion Festival.

The latest fashion trends from around the globe will strut down the catwalk on Friday September 8 at City of Perth Fashion Central presented by Act-Belong-Commit.

Culture Kings resident DJ, DJ Jaedoxx, will create an electrifying atmosphere during the show, while Hit 92.9 will pop up in Forrest Place beforehand with exciting pre-runway entertainment.

Culture Kings' Hay Street store is the go-to hub for street style in the CBD, offering a sought-after range of international brands and a custom retail experience.

The store's leading labels include Nike, Timberland, New Era, Stussy, Adidas Originals and Retro Super Future.

Expect to see a curated collection of apparel, sneakers and accessories in the Culture Kings TPF show that speak to lovers of music, sport and pop culture.

The public is invited to join the party for free thanks to City of Perth and Act-Belong-Commit.

TPFF Director Mariella Harvey-Hanrahan said the Culture Kings show would particularly appeal to style-savvy men.

"This runway event is urban, edgy and fun and offers something completely different for Perth," Ms Harvey-Hanrahan said.

"Culture Kings stocks countless international labels and is a real treasure trove for lovers of street style.

"Attitude will be everything during this exciting free show at Fashion Central."

Culture Kings is on Friday September 8 at 7.30pm at City of Perth Fashion Central presented by Act-Belong-Commit 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, 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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