

**MEDIA RELEASE**

**September 16, 2017**

## Dark and Light to Contrast in Stunning Display from Red Carpet Superstars



It will be a dazzling couture moment in WA's fashion history when prominent design visionaries Ae'lkemi and 33 Poets partner for a joint runway show at Telstra Perth Fashion Festival.

Held at Fashion Paramount at Crown Pyramid on Saturday September 16, Shades of Nighthfall will be themed around the juxtapositions of day and night, light and dark, saint and sinner.

Symbolising the ethereal princess, Ae'lkemi's divine gowns adorned with intricate detailing will pay tribute to the goddess within all women.

Designer Alvin Fernandez's garments are recognised for their signature raw-edge elegance and the emphasis on femininity.

Previous collections have graced the catwalks in New York City, London, Milan and Berlin.

In contrast, 33 Poets magically concocts aspects of the darker queen with elegant, gothic creations that speak to the creatures of the night.

Designer Rebecca Paterson has established a reputation for her unique, innovative and experimental design work establishing her as one of Australia's leading counter-culture fashion practitioners.

Paterson's collections continue to explore the impact of street culture on contemporary visual art and contemporary fashion.

TPFF Director Mariella Harvey-Hanrahan said the contrast of these two red carpet superstars would present an intriguing showcase on the runway.

"I absolutely adore Ae'lkemi and 33 Poets as individual labels - they have such different aesthetics and speak to alternate audiences," Ms Harvey-Hanrahan said.

"But there is an underlying sense of glamour and femininity to both of them and I think the show is going to see an incredible power play between the concepts of light and shade.



“Expect high drama, plenty of sparkle and some unexpected surprises from an event I am so proud to have on the TPFf calendar this year.”

Ael’kemi & 33 Poets: Shades of Nightfall is on Saturday September 16 at 7pm at Fashion Paramount, Crown Pyramid.

— ENDS —

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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