

**MEDIA RELEASE**  
**September 5, 2017**

## Kris Smith Injects Energy into Myer Fashion Runway for TPF 2017

Myer Ambassador and Telstra Perth Fashion Festival favourite Kris Smith will return to the runway for a vibrant display of spring/summer style from some of Australia's best-loved brands.

Myer Fashion Runway will take over the department's Perth store on Murray Street on Thursday September 7 for a night of sartorial delights, sparkling wine and beauty treats.

Guests are invited to enjoy a red carpet entrance into the store before sitting front row and taking in the hottest fashion and swim trends for the new season.

Featured labels include WA mainstay Morrison alongside sass + bide, Yeojin Bae, Seed, MJ Bale, We Are Kindred and many more, plus leading swim brands.

The style set will also enjoy gifts from Myer's top beauty stockists including Benefit, SK-II, OPI and Shiseido.

A regular at TPF, male model and celebrity Smith will again bring his charm and charisma to the runway and mingle with guests after the show.

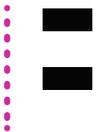
TPF Director Mariella Harvey-Hanrahan said the Myer Fashion Runway would be an evening not to be missed by Perth fashionistas.

"Myer has had a long-standing relationship with the Festival and we are delighted to once again present a stunning showcase of style from their very best designers," Ms Harvey-Hanrahan said.

"What I love about Myer is how accessible they make their fashion offering; their runway events never disappoint and are always brimming with colour.

"Holding the event in Myer's flagship Perth location means guests can peruse spring/summer styles after they've seen them on the runway and be inspired by new ways to wear classic trends."

Ms Harvey-Hanrahan added Smith's return to this year's Festival was a welcome announcement.



“Kris always injects so much energy and fun to the Myer shows and I am certain this year will be no different,” she said.

Myer Fashion Runway is on Thursday September 7 at 6.30pm at Myer Perth, Murray Street.

— 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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