

MEDIA RELEASE
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Language of Fashion Unites Cultures at TPF

The language of fashion is a powerful tool to celebrate the beauty in diversity and this message will be communicated in a unique new Telstra Perth Fashion Festival Show.

Supported by the Office of Multicultural Interests, The Language of Fashion: Multicultural Runway is on Saturday September 9 at City of Perth Fashion Central presented by Act-Belong-Commit.

The runway is a festival first and will honour the breadth of cultures in WA, featuring a parade of varying shapes, sizes and ethnicities with African, Indian and modest fashion collections.

The show will bring together a variety of cultures and prove how fashion has the power to unite and connect people from all walks of life.

TPFF is proud to welcome representatives from different areas of the community: Aisha Novakovich of Modest Collection, Shumi Tsungu from Face of Africa magazine and Bindiya Manchanda from Indian Society WA.

TPFF Director Mariella Harvey-Hanrahan said the Multicultural Runway would build engagement within Perth's rich cultural community.

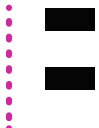
"I always find it so special to see the way fashion can be used as a communication tool, and this exciting new show is a wonderful example of this," Ms Harvey-Hanrahan said.

"The public will be treated to a dazzling array of style with a cultural spin that celebrates diversity and encourages inclusiveness.

"I hope this runway event is the first in a series, with the ultimate goal of bringing together all corners of the community to enjoy wearable works of art on an ongoing basis."

The Language of Fashion: Multicultural Runway is on Saturday September 9 at 3pm at City of Perth Fashion Central presented by Act-Belong-Commit at 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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