

MEDIA RELEASE

September 14, 2017

Nat Fyfe to Suit Up for Parker & Co. Menswear Show at TPF

Fremantle Dockers captain Nat Fyfe will trade the footy field for the catwalk when he makes his runway debut for Parker & Co. at Telstra Perth Fashion Festival.

Parker & Co. International Men's Runway is the first standalone menswear show in the Festival's history and will take over Fashion Paramount at Crown Pyramid on Wednesday September 13.

After the exciting announcement that leading female model Elle Brittain will fly to Perth to walk in the show, TPF is pleased to announce Fyfe will co-headline the event.

The AFL legend will suit up in Parker & Co.'s finest garments from designers including Z Zegna, Jacob Cohen, Pal Zileri, Haikure and Crossley and take to the runway with other leading WA modelling talent.

The fine tailoring and sharp suiting Parker & Co. is known for will dominate the showcase alongside knitwear, denim, casual shirts and accessories to appeal to a broad range of lifestyles.

Each garment has been handpicked for its quality and design - an extension of the Perth boutique itself, where every item is sourced from Europe by the in-house creative team.

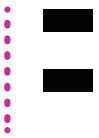
Parker & Co. owner Victor Tana said they were pleased to welcome Fyfe to the unique show.

"Nat represents the best in the sporting world so he is the perfect ambassador for the Parker & Co. brand, which also aims to stand out from the pack," Mr Tana said.

"We don't carry fashion that is mass-market; everything in store has been selected based on its craftsmanship and classic style.

"Quality and design underpins everything we do and this sense of uniqueness will be in full force at our TPF show, which is the first of its kind in the festival's history."

Parker & Co.'s Christian Tana added menswear had steadily grown in the global fashion market in recent years.



“Having a dedicated men’s show in Perth has been a long time coming and I think the well-dressed gents of Perth will enjoy seeing the latest trends up on the runway and then be able to come and shop the looks directly from our boutique,” Mr Tana said.

International Runway: China Fashion Association is on Wednesday September 13 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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