

## MEDIA RELEASE

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# New Generation Gives Bright Future to Emerging Designers

It represents the heart and soul of what Telstra Perth Fashion Festival is all about and New Generation will return for a second year in 2017.

After a stunning debut at the 2016 Festival, New Generation presented by AMP Capital Shopping Centres, will feature seven Perth and Melbourne designers in a capsule show at Fashion Paramount, Crown Pyramid on September 14.

The runway is the next step for emerging designers after participating in Future Runway and gives hope to burgeoning creatives by offering both a platform to show their work and a mentor program to support them.

This grassroots approach has been designed to help grow the local fashion industry at a time when the retail space can be challenging to break into.

In addition to presenting their creations on the runway, the participating designers will also have the opportunity to sell their wares in HATCH, Fashion Council WA's retail incubator.

The 2017 New Generation line-up includes WA talent Addy Pasquale, Bronte Sawyer, Monique Parr, Kate Hannah and Simone Squires plus VIC designers Sarah Hope Schofield and Victoria Bliss, who both featured in the VAMPP National Graduate Showcase.

It was Pasquale's 'Lure' dress that graced the cover of the official TPF 2017 program and she was also one of the Perth designers who recently attended China Graduate Fashion Week.

TPFF Director Mariella Harvey-Hanrahan said New Generation would present the next big things in the fashion industry, not just from Perth but on a national level.

"Last year's New Generation was a first for the Festival and the inaugural designers have gone on to achieve some great triumphs in the past 12 months," Ms Harvey-Hanrahan said.

"This year we have just as spectacular a line-up, with a real mix of talented creatives who all have a bold and innovative vision for their collections.



“Through TPF, we are thrilled to have the opportunity to support these designers at the beginning of what I expect will be very illustrious careers.”

The designers who participated in New Generation 2016 have made the most of their opportunities, with Elle Campbell collaborating with Dilettante on a silk scarf collection, participating in Urban Couture and holding a solo exhibition.

Campbell also exhibited a bespoke garment in FCWA’s China Musings: A Fashion Journey earlier this year, as did fellow New Generation designer Rosemaree White.

New Generation is on Thursday September 14 at 9.30pm 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, TPF 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, TPF 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. TPF proved to once again engage and excite the local market.*

*The TPF 2017 program encompasses eleven days of fashion infused activations and events.*

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