

MEDIA ALERT
July 24, 2017

TPFF 2017 Program Set to be Unveiled

Be the first to hear about the spectacular fashion showcase on offer for this year's Telstra Perth Fashion Festival at the official 2017 program launch.

Held at Old Cloisters on Tuesday July 25, the event will unveil the exciting line up of free and ticketed events that will take over Perth from September 6-17.

The dynamic Festival program will take patrons on a contemporary voyage that transforms how we view fashion, showcasing innovation, imagination and confidence.

Underpinned by the theme '**Journey With Us**', TPFF 2017 will fuse fashion, technology and travel as it enters its 19th year of celebrating cutting-edge design talent.

Highlights from the program include an opening night unlike any seen before, the 30th anniversary celebrations for Wheels & Dollbaby, a scene-stealing runway from red carpet icon Rachel Gilbert and the history-making menswear showcase from Parker & Co.

The program also includes City of Perth Fashion Central presented by Act-Belong-Commit, which will be home to the free runway events, and Fashion Paramount, which will draw the largest crowds yet to a riveting array of major shows.

TPFF director Mariella Harvey-Hanrahan said this year's calendar would offer something for all fashion tastes.

"We continue to push boundaries with the Festival and this year is no exception," Ms Harvey-Hanrahan said.

"I can't wait to share the incredible collection of curated shows we have in store for 2017, which includes opportunities for emerging talent to showcase their work and established local, national and international designers to cement their world class status.

"More than ever, TPFF is an opportunity for Perth residents to immerse themselves in culture and celebrate brand WA in all its glory."



- WHAT** Telstra Perth Fashion Festival Program Launch
- WHEN** Tuesday July 25
9.30am
- WHERE** Old Cloisters, 200 St Georges Terrace, Perth
- TALENT** MC Samantha Jolly, Channel 7.
The Honorable Sam Rowe MLC, Parliamentary Secretary to the Minister for Education and Training, representing the Premier.
Mariella Harvey-Hanrahan, Director of Telstra Perth Fashion Festival.
Janet Barnes, Director Telstra Country Wide, Central West.
- VISION** Media Moment at 10:15am
12 models, including Festival faces Michaela Bennet and Teagan Desmond, will be wearing metallic inspired WA and Australian fashion from leading designers; Ae'lkemi, Rachel Gilbert, Jonté, One Fell Swoop, Empire Rose, and many more. The Fashion Moment will provide a taste of what the 2017 Festival has on offer, inspired by all things technology and futuristic.

— 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 and achieved over \$50 million in total advertising value equivalent through print, online and broadcast channels.

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

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