

MEDIA RELEASE

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TPFF Opening Night to Showcase Top Australian Talent



Telstra Perth Fashion Festival's new-look Fashion Paramount will officially open with a runway spectacle celebrating the beauty of the female form.

In one of the boldest shows seen to date, Opening Night will unfold with a powerful line-up of leading local and national designers at Crown Pyramid on Tuesday September 12.

Alice McCall, Albus Lumen, Bec & Bridge, Christopher Esber, Empire Rose and Monster Alphabets will reveal their latest collections in a capsule show dedicated to femininity and the modern woman.

Presented by AMP Capital Shopping Centres, the showcase will prove how these six style influencers are shaping the Australian fashion industry with their design talent and brave vision.

Chic, bohemian and pretty, Alice McCall's collection of playsuits, party dresses and statement pieces focus on intricate detailing and delicate hand-embroidery.

In contrast, Albus Lumen is low-key, minimalist and relaxed, letting simple shapes, striking contrasts and premium fabrications do the talking.

Bec & Bridge creates garments for the 'it girl', combining contoured lines with sleek silhouettes and confident colour palettes for collections that are contemporary and progressive.

Fresh from showing at New York Fashion Week earlier this year, Christopher Esber has been lauded for his precision tailoring and purity of expression and is a true force to be reckoned with on the Australian fashion scene.

Cult favourite Empire Rose is the most established brand on the line-up and is renowned for luxurious fabrics, majestic prints and a romantic sense of poetic mysticism.

Acclaimed emerging WA label Monster Alphabets rounds out the cast in fitting style, mixing an architectural approach with a sense of form, light and structure.

Telstra Perth Fashion Festival Director Mariella Harvey-Hanrahan said the Opening Night line-up was testament to the strength of the Australian fashion industry.



"I am so honoured to have six Australian fashion powerhouses band together to officially open this year's Fashion Paramount," Ms Harvey-Hanrahan said.

"We always try to make Opening Night to be bigger and better every year and I think we have certainly achieved that goal with this incredible feast of style and creativity.

"What I love most about the designers we have chosen for this show is that they all honour the female form and celebrate women, so expect to see true beauty as we journey through their collections on the runway.

"It's also great to see both emerging and established designers represented among the group, including two notable WA names in Empire Rose and Monster Alphabets."

Alicia Kemp, national fashion manager - major projects, AMP Capital, said AMP was proud to have the two leading shopping centres in WA, Garden City and Karrinyup, and was committed to growing Australia's retail industry in all sectors.

"Nurturing and advocating for emerging designers is just one of the ways we can ensure the future of our industry," Ms Kemp said.

"AMP Capital is pleased to play a large part in the retail landscape in WA. We hope we can assist in shaping the future of fashion in WA, and we like the fact that AMP Capital is a company synonymous with entrepreneurial innovation.

"At AMP Capital we celebrate the ability for us as a large international company to give back to the designers and support the Opening Night show."

Opening Night is on Tuesday September 12 at 7pm at Fashion Paramount, Crown Pyramid.

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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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