

MEDIA RELEASE
September 14, 2017

Top Chinese Designer to Headline International Runway at TPF



In the latest collaboration with China Fashion Association, Fashion Council WA is pleased to announce acclaimed Chinese designer Zhou Yanti will make her Australian debut at Telstra Perth Fashion Festival.

Label Zoual by Yanti will be the star of International Runway: China Fashion Association on Friday September 15 at Fashion Paramount, Crown Pyramid in a showcase supported by the Australian Government through the Australia China Council of the Department of Foreign Affairs and Trade.

Born from a partnership between FCWA and CFA, the runway will pay tribute to China's strong history of textile and design excellence while recognising the country's fashion forward future.

A graduate of the prestigious Istituto Marangoni in Milan, Yanti is one of the pioneers of ready-to-wear haute couture in China and has won acclaim for her commitment to challenging traditional design concepts.

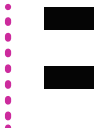
TPFF Director Mariella Harvey-Hanrahan said Zoual by Yanti was the perfect label to hold up International Runway: China Fashion Association.

"After travelling to China Fashion Week recently, I was struck by the calibre of China Fashion Association's stable of designers," Ms Harvey-Hanrahan said.

"Zoual by Yanti presents a stunning blend of European influences with Chinese craftsmanship to create refined silhouettes that will really speak to an Australian audience.

"I am honoured that Yanti has chosen Perth to showcase her work and I can't wait for guests at her show to fall in love with her designs as I have."


The upcoming International Runway is the latest in an ongoing collaboration between FCWA and CFA, which has already seen established WA designers as well as students travel to China to show their work plus the successful Lunar Style Celebration program earlier this year.



With China's fashion industry growing at an exponential rate, Ms Harvey-Hanrahan said it was crucial for WA to engage with this booming market.

"The collaboration will build bridges between designers and the commercial market as well as promoting Chinese and WA fashion on an international level," Ms Harvey-Hanrahan said.

"China is not only the biggest consumer of luxury goods in the world, but a country with great creative potential."

Minister for Asian Engagement Bill Johnston said he was pleased to welcome China Fashion Association to Perth during TPF. 

"Having a notable Chinese designer make their Australian debut here in WA is a fantastic opportunity to celebrate culture and creativity," Mr Johnston said.

"The designer exchanges that have already occurred as part of the partnership between WA and China have been very beneficial for those involved and strengthen the economic ties between our two countries."

CFA Chairman Zhang Qinghui said it was his pleasure to recommend Yanti for TPF.

"Zhou Yanti is one of the outstanding members of China Fashion Association, known for her unique fashion vision and superb craftsmanship," Mr Zhang said.

"Zoual by Yanti is dedicated to serve self-confident and optimistic elite women, providing them with the most professional dressing advice.

"We look forward to seeing Ms Zhou Yanti shining on the stage of Telstra Perth Fashion Festival 2017."

International Runway: China Fashion Association is on Friday September 15 at 9.30pm at Fashion Paramount, Crown Pyramid.

— ENDS —

For more information, interview opportunities and photography please contact:

Stella Fay
e. stella@perthfashionfestival.com.au
p. 0423 584 988



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.

Visit: telstraperthfashionfestival.com.au

Facebook: Perth Fashion Festival (PFF)

Instagram: @telstraperthfashionfestival

Twitter: @perthfashfest

