

MEDIA RELEASE
September 14, 2017

Top Female Model to Walk in Parker and Co. Men's Show at TPF

Telstra Perth Fashion Festival's first standalone men's show for Parker & Co. has attracted a top female talent in the form of leading model Elle Brittain.

Though the Parker & Co. International Men's Runway will feature fashion for the modern man, tradition will be spun on its head when Brittain appears in the showcase alongside some of Perth's best male modelling talent.

The Melbourne-based beauty, who has worked in Milan, London and Los Angeles, will fly into Perth specially for the event on September 13 at Fashion Paramount.

Since being discovered on Instagram three years ago, Brittain has worked with major fashion labels, graced the pages of Italian Vanity Fair and has been compared in looks to Lara Stone and Georgia May Jagger.

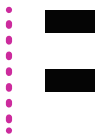
Her appearance in the Parker & Co. show will only heighten what is already promising to be one of the most memorable runways in TPF history.

While it is known for its commitment to fine tailoring and sharp suiting, the prominent Perth boutique will be taking the opportunity to present knitwear, denim, jackets, casual shirts and accessories in the parade to cover all aspects of lifestyle.

Parker & Co.'s Christian Tana said the show would offer WA men the very best of international fashion.

"We have the world's best brands under one roof and we hand select our collections with our local market in mind," Mr Tana said.

"Quality, design and craftsmanship 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.



“We have chosen Elle to appear in the show because she is just as unique as Parker and Co. and her presence will bring another dynamic element to what is going to be a very memorable event.”

TPFF Director Mariella Harvey-Hanrahan said having a dedicated men’s show was a long time coming for the Festival.

“Menswear has grown exponentially in recent years to the point where it is now almost on par with womenswear on the global market,” Ms Harvey-Hanrahan said.

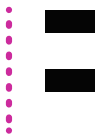
“It’s big business in the world of fashion and I can’t think of a better way to bring this to Perth consumers than with the incredible line-up of designers in Parker & Co.’s stable.”

Limited tickets are still available for the Parker & Co. International Men’s Runway at Fashion Paramount, Crown Pyramid, 7pm on September 13 from ticketmaster.com.au/TPFF2017

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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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