

MEDIA RELEASE

September 13, 2017

WA Designers Unite for Modern Capsule Show at TPF



A kaleidoscope of style will take to the runway as a selection of WA's most established and emerging designers unite for one spectacular show, WA Designer Capsule.

Telstra Perth Fashion Festival has given four brands the opportunity to fuse their creative talents to offer a true feast for the eyes, with edited collections that each convey a distinctive aesthetic.

The show will take place on Wednesday September 13 at the new-look Fashion Paramount at Crown Pyramid.

Revel in Megan Salmon's signature fabrics, the modern minimalistic allure of Morgan Marks, Jonte Design's futuristic silhouettes and ILKA's feminine elegance.

In an exciting debut, it will be Marks' first time showing at TPF.

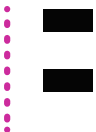
The show not only cements the Festival's status as a platform for both established and up-and-coming designers to present their work but also provides the consumer with diversity and choice when it comes to their fashion options.

TPFF Director Mariella Harvey-Hanrahan said the WA Designer Capsule would be a runway experience for modern times.

"The global fashion landscape is changing and the concept of capsule shows is only growing more popular," Ms Harvey-Hanrahan said.

"Social media means consumers are always looking for engaging content, and group shows such as this one allow designers to adapt the way they present their collections and look for new opportunities to harness their creativity.

"By matching emerging designers with established talent, it exposes all the labels to new audiences and provides an effective way of broadcasting their collections to a wide demographic.



“I think the four designers we are featuring in this show will complement each other immensely while also each being unique in their own right.”

WA Designer Capsule is on Wednesday September 13 at 9.30pm at Fashion Paramount, Crown Pyramid.

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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.

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