

MEDIA RELEASE

September 15, 2017

WA Icons FLANNEL and One Fell Swoop Bring Luxury and Minimalism to Runway



Two of WA's most distinguished designers, FLANNEL and One Fell Swoop, have partnered for a runway show that demonstrate what it means to be among the country's very best.

These esteemed labels will share the stage at Fashion Paramount, Crown Pyramid on Friday September 15 as part of Telstra Perth Fashion Festival.

The showcase will focus on sublime tailoring and drapery in contemporary feminine silhouettes, where minimalism reigns supreme and the adage of "less is more" is proven.

Now in its 11th year, FLANNEL is the work of designer Kristy Lawrence and speaks of a relaxed, luxurious aesthetic.

Celebrities including Megan Fox, Isabel Lucas and Drew Barrymore are fans of the label's commitment to comfort and natural beauty, from the supple fabrics to the carefree cuts.

Lawrence said FLANNEL's Spring 18 collection took inspiration from the sights and sounds of the Italian Riviera.

"It features light as a feather chiffons, sorbet-toned silks and decadent boudoir laces, with hints of deep metallic toned beading, delicate floral embroidery and textured stud detail," Ms Lawrence said.

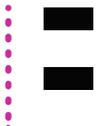
"Clean, crisp linen and playful tassels complete the range."

FLANNEL's showing at TPF 2017 coincides with the brand's exciting launch in the US.

Meanwhile, One Fell Swoop embodies a sense of seamless fluidity with its precision drapery and proficient tailoring.

Designers Nina Ergic and Daniel Romanin met studying at the West Australian School of Art and Design and bonded over a shared aesthetic.

In the 12 years since launching One Fell Swoop, they have gone on to achieve critical and commercial success and have shown at major fashion weeks around the country, not to



mention snap up famous clients like Michelle Williams, Natalie Imbruglia, Bambi Northwood-Blythe.

The design duo said their TPFf show would include the debut of their Wedding Capsule collection.

“The entire 10 white bodies in the wedding capsule were created specifically for the show,” they said.

“This is something we have thought about doing for a while and feel TPFf was a perfect platform.

“Collaboration with Alicia from Flowers in Bloom has really added another dimension and brought the vision we had to life.

“Also the Mountain and Moon Jewellery collaboration complemented this runway and gave another element to the modern and feminine woman we design for.”

TPFF Director Mariella Harvey-Hanrahan said the proven design acumen of the two labels made them two strong counterparts for the joint show.

“FLANNEL and One Fell Swoop both have been around for more than a decade and they gave really helped shape the WA fashion landscape,” Ms Harvey-Hanrahan said.

“They are constantly re-defining what it means to be successful designers and have established cult-like followings around the world, with good reason.

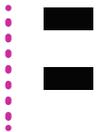
“This runway is going to be a powerful display of creativity from two of WA's fashion icons.”

FLANNEL x One Fell Swoop is on Friday September 15 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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