

**MEDIA ALERT**  
**August 9, 2017**

# TPFF Launches New Category for Future Runway: Wearable Technology

Presented by Telstra

This year's Telstra Perth Fashion Festival program speaks to technology, futuristic fashion and its vision – *Journey with Us*.

Yesterday's event held at TRIBE Perth launched the new Wearable Technology category of Future Runway and highlighted the design talent of five of the 48 participating design students.

Through Future Runway, Telstra Perth Fashion Festival will welcome a brilliant combination of up and coming designers to participate in the Festival on Thursday 14<sup>th</sup> September at Crown Pyramid,

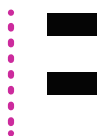
A video was also presented to guests at the launch. It featured examples of how these Future Runway students have inspired innovation and forward thinking in the advancement of smart fabrics, cutting edge textile applications combined with creative excellence in the developments of Wearable Technology trends.

The launch also highlighted the works of the following students: Ancille Kashaba and Joyce Botero from Curtin University showcased a GPS jacket. Rebecca Vandeeper from South Metro Tafe presented her garment created using innovative laser cutting technologies and finally Naomi Hall and Sarah Mah from Curtin University displayed their garment made of CoolCore fabric.

Technology increasingly influences what we choose to wear, the way we shop for clothes and even the way we wear our clothes.

Our daily life is constantly moving, being altered by the fast-paced march of technology and through Future Runway, Wearable Technology plays a major role in the development of future design trends.

Future Runway presented by Telstra has provided a fabulous platform for the future development of the industry. The Wearable Technology category encouraged students to think outside the box and explore the relationship between technology and fashion. 120 students applied to participate across a number of Perth design institutions, with an outcome of 48 talented design students that proved successful.



**TALENT HIGHLIGHTS INCLUDED:**

Janet Barnes, Director Telstra Country Wide, Central West  
Mariella Harvey-Hanrahan, Creative Director of Telstra Perth Fashion Festival  
Gary Cass, Creative Scientist and founder of Femented Fashion.  
Celeste, Model, Vivien's Model Management  
Gemma, Model, Chadwick Models  
Aluel, Model, Scene Model Management

— ENDS —

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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