

MEDIA RELEASE

May 22, 2018

Perth beauty Lily Hutchinson the face of TPFF's 20th anniversary

From her piercing blue eyes to the sprinkling of freckles on her nose, Lily Hutchinson's ethereal beauty makes her the dream choice to star as the face of Telstra Perth Fashion Festival's 20th anniversary.

The Western Australian stunner, scouted by Jaz Daly and represented by Premier Models in the UK, will headline this year's event, which runs over 10 mammoth days from September 5-15.

An emerging face, Hutchinson has recently shot main fashion for Vogue, Love Want, Rush and Elle and worked with renowned photographer Pierre Toussaint.

She is fast capturing the attention of international scouts and appears poised for global success, with her UK signing just the beginning.

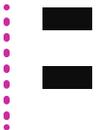
TPFF Creative Director Mariella Harvey-Hanrahan said she was floored when she came across the brunette on Instagram and immediately called her agent.

"I feel Lily is one of the hottest new faces at the moment," Ms Harvey-Hanrahan said.

"She's young, edgy and current whilst being so natural. She represents everything I love about the WA fashion industry - she is unique, not afraid to take a risk with her look and gives off a carefree, captivating allure.

"Lily was wonderful to work with on the 2018 TPFF campaign, the results of which I cannot wait to share soon. Though she is relatively new to the industry, she worked the camera like a true professional and proved she has what it takes to succeed.

"We can expect big things from this Perth beauty, that much is certain."



The 2018 Festival represents a coming of age for TPF, which coincides with an exciting time for the wider Perth city.

Fashion is the fabric that links together time, culture and the arts, and TPF's 20th showcase will present a world-class program of cultural events that is fashion forward and all-inclusive.

WA has long been a hub of designers, creatives and our very own line-up of super models who have caught the attention of international runways and graced global magazine covers, and the upcoming campaign shoot is testament to this.

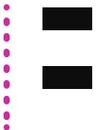
The 2018 Festival program celebrates 20 years, acknowledging its past achievements, celebrating where it is today and providing a glimpse of what is to come in the future, with the fresh crop of New Generation & Future Runway designers reflective of this.

The 2018 TPF program will launch in full in late July.

— 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 20th 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 2017, over 168,000 people attended nearly 60 events across 31 venues creating \$33.3 million total economic impact. TPFF proved to once again engage and excite audiences.

The 20th Anniversary will celebrate TPFF's past, present and future. Some of the world's most successful fashion creatives had their careers launched by the Festival and TPFF continues to attract and celebrate Australia's finest talent whilst also supporting up and coming local creative innovators.

The 2018 TPFF program encompasses ten days of fashion infused activations and events.

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