

MEDIA RELEASE

July 20, 2018

Optus Stadium Gets Stylish Twist For TPF's 20th Anniversary

Optus Stadium will be the stylish new home of Fashion Paramount as Telstra Perth Fashion Festival celebrates its 20th anniversary.

For the first time, the Stadium will play host to the hub for the Festival's ticketed designer shows, extending its reach from a bustling sporting arena to a sophisticated entertainment precinct.

Perth's newest assets and infrastructure will be on show through this state-of-the-art venue as it is transformed into an opulent fashion oasis that will host a stunning display of style and creativity.

The evening runway shows are set to be blockbuster events showcasing the Festival's diverse and rich offering from the last two decades, featuring the latest collections from some of the most prominent local, national and international designers.

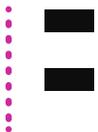
Opening Night, Presented by AMP Capital Shopping Centres, will kick off with a swathe of talent, including Romance Was Born and Viktoria & Woods, with the city skyline sparkling in the background.

TPFF Creative Director Mariella Harvey-Hanrahan said she was excited to see the Burswood Peninsula light up for the Festival's 20th milestone.

"With 20 years of history behind us, TPF sees 2018 as an iconic year and the start of a new voyage in our evolution," Ms Harvey-Hanrahan said.

"We are working closely with the State Government to showcase all of the exciting new infrastructure and attractions on the Burswood Peninsula.

"At TPF we pride ourselves on always creating the most dynamic fashion, entertainment and music events. We want the new Stadium to be a destination for sports, music and fashion lovers from WA, Australia, and all over the world.



“We are so excited about this cutting-edge venue and can’t wait to introduce audiences to this Western built grand fashion stage and the spectacular VIP bar overlooking the city and river.

“TPFF is a much anticipated and trusted highlight of Perth’s events calendar. The festival is the jewel in the crown of an industry that creates thousands of creative jobs and opportunities across the State, while making WA a much more exciting place to live and visit.

“Our vision is to use the powerful language of fashion to transform the Stadium and sell the WA brand to the world. TPFF 2018 will be a true collision of cultures, sports, art, music and fashion – the melting pot of Perth.”

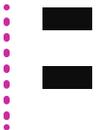
The 2018 Festival program celebrates 20 years, acknowledging its past achievements, celebrating where it is today and providing a glimpse of what is to come in the future, with the fresh crop of New Generation designers reflective of this.

The 2018 TPFF program will launch next Tuesday, 24th July at QT Perth.

— ENDS —

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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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