

MEDIA RELEASE

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DESIGNER CAPSULE CONQUERED THE RUNWAY

Three leading WA designers joined forces on the runway for WA Designer Capsule at Telstra Perth Fashion Festival (TPFF) tonight.

Held at Fashion Paramount presented by Alcohol.Think Again, the WA Designer Capsule featured House of SKYE, BRUUG and Natalie Rolt.

The showcase was opened by Perth born model and newly crowned Miss Universe Australia, Caris Tiivel, for House of SKYE. The bohemian styled runway collection featured elegant, free spirited and unique pieces.

Perth based designer BRUUG delivered a show of effortless, luxe basics, capturing the 'effortlessly cool' aura of the West Australian label. Design elements were true to the brand; delivering flattering cuts, clean lines and sophisticated styles.

Closing the show, fresh from her debut at New York Fashion Week, Natalie Rolt presented pieces from her stunning all white collection.

-ENDS-

Telstra Perth Fashion Festival will run over six days from 20 to 25 September 2016.

Telstra Perth Fashion Festival is supported by the State Government through Tourism WA and the Department of Culture and the Arts, and by the City of Perth.

Follow Telstra Perth Fashion Festival on Facebook at Perth Fashion Festival (PFF), on Twitter @perthfashionfest and on Instagram @telstraperthfashionfestival.

telstraperthfashionfestival.com.au

For more information, interview opportunities or runway photos;

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Bruug

Perth-based designer Natasha Butler draws on her experience in interior design, along with her fondness for Australia's effortless lifestyle, to produce collections which are chic and sophisticated in style, focussing on flattering cuts and clean lines. It's this aesthetic and attitude which has catapulted Bruug to be the 'effortlessly cool' label of Western Australia.

Natalie Rolt

Australian label Natalie Rolt represents a woman who radiates a glowing confidence and infectious energy.

NRD was established in 2011 in Natalie's home studio in Western Australia. The old school techniques and knowledge of garment construction were handed down by her Mum and Nan. Studying fashion and design cemented her direction and aspirations. Natalie began selling at a market stall in Fremantle, with each garment sewn by herself, and was encouraged by the forever evolving Natalie Rolt audience.

Expanding into a design studio and adjoining boutique located along the port city coastline of Fremantle, her concept was born. Not only home to her signature designs, a beauty bar is located within the space to complete the NRD experience.

Manufacturing in-house and shipping worldwide, NRD is available across the globe. Using luxurious fabrics, prints and bold colours, Natali complements her unique designs to portray the elegance, desirability and femininity of the female physique.

House of SKYE

House of SKYE is fuelled by an infinite love of bohemian fashion and style. Since its inception in April 2013, the bohemian label offers high value, high quality and highly affordable fashion and accessories to the free spirited, confident, modern day woman.

Designer Natasha Hinett produces her own textile prints and hand-dyed fabrics to provide the label's trademark uniqueness to the consumer. Drawing on the 1960s and 1970s style icons the label produces two seasonal collections a year, along with monthly miniature collections and an accessories line.