

MEDIA RELEASE

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WHOLE9YARDS MAKES AUSTRALIAN RUNWAY DEBUT AT TPF

Singaporean-based label, Whole9Yards made its Australian runway debut for Telstra Perth Fashion Festival's International Runway showcase.

Held at Fashion Paramount, sponsored by Alcohol.Think Again, the Spring/Summer 17 collection was brought to life, radiating femininity through the signature use of lace, embroidery and florals.

The runway was transformed into a remarkable nature scape of urban jungle, featuring masses of metal outcrops covered in moss, representing new life bursting through a manmade jungle.

Designer Widelia Liu, launched the brand's debut collection in 2014 in an attempt to fill the elusive gap between High Street and High End fashion.

Whole9Yards achieved this by creating pieces that are conscientiously crafted and incorporate unique fabric manipulation and embellishment.

Whole9Yard's collections are intrinsically feminine with a cool vibe, juxtaposing these elements the pieces optimise strength and feminine grace.

-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.

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For more information, interview opportunities or runway photos;

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WholegYards

Started in 2014, WholegYards is an international womenswear label headquartered in Singapore. WholegYards collections are intrinsically feminine with a cool vibe. The signature use of lace, embroidery and floral motifs in designs exude stylish femininity. Effortless styling and creative approach to volume infuse a sense of coolness to the feminine designs. These elements come together seamlessly to create the signature. WholegYards' look – stylish femininity with a cool vibe.