

SWIM + RESORT SERIES

 **FASHIONCOUNCILWA**

MEDIA RELEASE

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NATASHA OAKLEY JOINS SWIM + RESORT SERIES VOLUME 2

The most sizzling Sunday of the summer is about to get a whole lot hotter with international bikini sensation Natasha Oakley flying in to sit front row at Fremantle's Bathers Beach for Swim + Resort Series 2015.

The 'A Bikini A Day' insta-model has become a global icon for sharing her love of bikini's and style with over 2.2 million followers on Instagram across her various accounts, with 1.5 million followers on her personal handle (@tashoakley) alone.

Natasha is a special guest of Swim + Resort Series and Tourism WA through West Australian swim and resort label Amore & Sorvete founder, Bridgette Gale.

"It was SS13/14 that Natasha and I first worked together on A Bikini A Day (Tash's blog) promoting Amore & Sorvete. I found that Natasha fit our brand perfectly and we had such a great response through sales after the promotion," said Bridgette Gale.

"I've always enjoyed working with her, not only because Tash is Australian but she also has such a healthy body image which I believe is very important when promoting a swimwear brand worldwide on social media."

"I'm really looking forward to bringing Tash to my home city Perth for the Swim + Resort Series this year."

Eight of WA's leading independent swim and resort wear labels will take to the runway first including; Amore & Sorvete, Bernice Sara, Gypsea, Natalie Rolt, NU Swimwear, Ocean Zone, PALM Swimwear and Rue Stiic. This group runway show will be followed by Australia's most celebrated resort wear label, CAMILLA, returning to WA to showcase Camilla Franks' latest collection, 'My Wandering Heart'.

"We are thrilled to bring Natasha to Perth, and more importantly to Fremantle which has just been named as number 7 on Lonely Planet's Best of Travel 2016 Top 10 Cities," said Mariella Harvey-Hanrahan.

"Swim and resort wear resonates with West Australians; we are a beach loving community and who better to share our stunning coastline and lifestyle with than one of the most iconic bikini babes, Natasha Oakley."

Swim + Resort Series 2015

When: Sunday 29 November 2015, from 4pm until 10pm

Where: Bathers Beach House, 47 Mews Road, Fremantle

Entry: \$75 + booking fee from ticketek.com.au

Tickets include reserved seating for both runway shows, canapés and three drink tokens for soft drink, wine, sparkling wine, or beer.

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Swim + Resort Series Volume 2 is supported by the State Government through Tourism WA.

Fashion Council WA was established as a governing body and association to nurture, advocate and further the interests of the WA fashion industry. Over the last decade PFCI t/a Fashion Council WA has raised funds to facilitate and support the Telstra Perth Fashion Festival, the WA Fashion Awards, Swim + Resort Series, and other industry events.

Through Fashion Council WA we will provide opportunities we provide opportunities for local designers to achieve commercial and cultural success, media coverage and creative excellence.

Fashion Council WA advocates for positive change and progress within the fashion industry, unearths new talent and fosters strong relationships with government partners, sponsors, designers, retailers, and fashion industry creatives.

Fashion Council WA champions progressive and dynamic innovators that shape the industry and drive attendance at our events to build networks and opportunities.

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