

MEDIA RELEASE

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Ae'lkemi and 33 Poets Bring Edgy Glamour to Mercedes Benz China Fashion Week

After intriguing audiences with their joint show at Telstra Perth Fashion Festival, WA labels Ae'lkemi and 33 Poets are now bound for China.

In an exciting opportunity, the designers have been invited to present together at Mercedes Benz China Fashion Week at the iconic Beijing Hotel on November 1.

While both labels have different aesthetics and speak to alternate audiences, there is an underlying sense of glamour and femininity to their designs and this juxtaposition in the Shades of Nightfall show at TPF 2017 was met with critical acclaim.

Ae'lkemi designer Alvin Fernandez is known for his signature showstopper red carpet looks and he has already shown previous collections in New York, London, Milan and Berlin.

33 Poets creative Rebecca Paterson has established a reputation for her unique, experimental design work and is one of Australia's leading counter-culture fashion practitioners.

The MBCFW show has been made possible by a collaboration between Fashion Council WA and China Fashion Association.

It is supported by the Australian Government through the Australia-China Council of the Department of Foreign Affairs and Trade.

Minister for Asian Engagement Bill Johnston said he was thrilled to see WA local designers making a mark on the world stage.

"This partnership with the China Fashion Association will bring two of Perth's most exciting designers to one of the world's most celebrated fashion shows," Mr Johnston said.

"The opportunity to showcase their designs to international buyers will give these WA small businesses the best chance to succeed."

"The exchanges that have already occurred as part of the partnership between WA and China have delivered opportunities for both new and established designers, while strengthening the economic ties between our two countries."

"I applaud the ongoing work of Fashion Council WA in providing international opportunities to local designers."



FCWA Creative Director Mariella Harvey-Hanrahan said the opportunity was in line with the organisation's strategy to develop a gateway to Asia through fashion.

"The aim of Fashion Council WA is to represent, promote and champion the design industry in WA through fashion, with a priority focus on growing awareness of brand WA globally," Ms Harvey-Hanrahan said.

"This is an incredible opportunity for two of the State's brightest design stars to share their talents with the world with our first International Runway show at the iconic Beijing Hotel. I can't wait to see how China and the other international delegates receive their new collections."

Ae'lkemi and 33 Poets are also represented at FCWA's retail incubator HATCH, which recently moved to Karrinyup Shopping Centre.

HATCH provides a platform for more than 30 WA designers and gives consumers the chance to shop locally while supporting the fashion industry.

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For more information, interview opportunities and photography please contact:

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About Fashion Council WA

As a peak body and association, Fashion Council WA (FCWA) is committed to supporting the interests of the WA Fashion industry with a mandate to represent, promote and champion.

FCWA provides opportunities for designers, businesses and brands to enhance their cultural, commercial and creative position in the industry via an integrated program of events, media, marketing, partnership and industry initiatives.

As a not for profit organisation, FCWA works together with our valued partners, members, and select government departments to represent and advocate for the fashion industry.

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