

# SWIM + RESORT SERIES

## FASHIONCOUNCILWA

**MEDIA RELEASE**

**October 11, 2017**

## Australian bombshell announced as the face of Perth's Swim + Resort Series 2017

With her golden tan, windswept hair and sultry gaze, Australian model Lucy Baddeley is the ultimate summer siren to star as the face of Fashion Council WA's Swim + Resort Series 2017.

The beauty has been named as the headline beauty for this year's event, which will take place across three days from November 23-26 at Claremont Quarter, Point Fraser Boardwalk and the City of Perth Life Saving Club at City Beach in Perth, Australia.

Now 17-years-old, Baddeley was scouted by top model booker Caroline Nankivell from Vivien's Model Management four years ago and has since landed campaigns with leading Australian labels Triangl, Natalie Rolt and Bruug.

She has also walked in shows for David Jones and Telstra Perth Fashion Festival.

Ms Baddeley said she could not believe she had been chosen as the face of Fashion Council WA's Swim + Resort Series 2017.

"I'm so grateful for this incredible opportunity and to collaborate with such an amazing team," she said.

"It's a dream come true and an honour to follow after iconic faces such as Miquela Vos, Millicent Lambert and Ebony Hunter. I couldn't be happier."

Baddeley this month shot the Swim + Resort Series campaign imagery at picturesque Perth location City Beach, the results of which will be unveiled soon.

Fashion Council WA Creative Director Mariella Harvey-Hanrahan said the blonde bombshell embodied all that was beautiful about summer.

"I knew Lucy was the obvious choice to headline this year's Swim + Resort Series events. She's the quintessential Australian golden girl." Ms Harvey-Hanrahan said.

"I love her sun-kissed, feminine look while conveying the relaxed beach lifestyle of WA. She is still a relatively undiscovered talent but I expect to see big things from her in years to come.

# SWIM + RESORT SERIES

## FASHIONCOUNCILWA

“Lucy enhances our Swim + Resort campaign perfectly and is the ideal ambassador to showcase our talented Australian designers”.

Baddeley will also walk in Fashion Council WA's Swim + Resort Series 2017, which includes shows from national designers Manning Cartell and Camilla plus a showstopper WA group runway.

Tickets now available at [www.ticketek.com.au/SRWA2017](http://www.ticketek.com.au/SRWA2017)

— ENDS —

For more information, interview opportunities and photography please contact:

Stella Fay

e. [stella@perthfashionfestival.com.au](mailto:stella@perthfashionfestival.com.au)

p. 0423 584 988

### **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.*

*[fashioncouncilwa.com.au](http://fashioncouncilwa.com.au)*

*Facebook: Fashion Council WA*

*Instagram: @fashioncouncilwa*