

SWIM + RESORT SERIES

 **FASHIONCOUNCILWA**

MEDIA RELEASE

October 25, 2017

Kirrikin Fuses Aboriginal Culture and Fashion at Swim + Resort Series 2017

Its name translates as “Sunday best clothes” and WA label Kirrikin will make that notion a reality at Fashion Council WA’s Swim + Resort Series 2017.

The luxury accessories label will debut its new collection Kirrikin Summer as part of the WA Designer Runway at the iconic City Beach on November 26.

A uniquely Australian endeavour, Kirrikin’s creations feature digitally printed artworks of contemporary Indigenous Australian artists, showcased on this stunning new collection of swim and resort handcrafted garments and accessories.

The brand’s exclusive designs revolve around Aboriginal identity, through exploring art, tradition, stories and country. The designer behind the label personally sources every artist to carefully curate the ranges, with a whole genesis in style, message and intent.

Kirrikin is an Indigenous registered business; a percentage of each and every Kirrikin purchase is directly returned to the featured Indigenous Australian artist involved in the design.

Inspired by the colours, stories and stunning patterns of contemporary Indigenous art, Kirrikin Summer includes swimwear for all body types and resort pieces that reflect the lifestyle of Australians in summer, with versatile designs that can go from pool to party, or beach to bar.

The signature kaftan named “Hills”, has its roots in the Kalamunda Hills where Indigenous women would meet, and was created by Noongar artist, Francine Kickett. The three other artists involved in the collection include Kerry McCarthy, Walala Tjapljarri and Anna Price Pitjarra.

Fashion Council WA Creative Director Mariella Harvey-Hanrahan said the label communicated important messages about WA Indigenous culture.

“Fusing Aboriginal artwork with fashion shares meaningful stories and messages that are integral to WA’s history,” Ms Harvey-Hanrahan said.

“It’s exciting to see a local label forging new territory with a creative endeavour the way Kirrikin is doing.”

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“Kirrikin enhances cross-cultural ties and draws West Australians into the rich, beautiful Aboriginal culture of the State through the medium of fashion.”

Other labels featured in the WA Designer Runway include Ambra Maddalena, Amore + Sorvete, House of SKYE, Ocean Zone, SEI Bella Aqua Wear, SKYE & Staghorn and Morrison.

The runway showcase is on November 26 at City Beach as part of Fashion Council WA's Swim + Resort Series 2017.

Tickets now available at www.ticketek.com.au/SRWA2017

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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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