

SWIM + RESORT SERIES

 **FASHIONCOUNCILWA**

MEDIA RELEASE

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Kaftan Queen Camilla Returns to Swim + Resort Series in 2017

Australia's queen of resort kaftans Camilla will return to the beaches of Perth for another spectacular showing at Swim + Resort Series 2017.

Known for bohemian, flowing and vibrant garments that speak of summer, the top Australian brand headlined Swim + Resort Series in 2015 and will again present at this year's event.

For the first time, the fourth annual Swim + Resort Series will be split across three days, November 23-26, and will take place at alternate venues that celebrate WA's picturesque beachside and riverside lifestyle.

On day one, the Claremont Quarter Swim + Resort Series runway showcase will include a leading range of international and Australian designers, featuring the latest resort and swimwear trends that celebrate the quintessential WA summer lifestyle.

On day two, Perth's newest riverside hotspot Point Fraser Boardwalk will host an incredible runway show from leading national label Manning Cartell.

This unique location will showcase incredible views from the city to the hills as the sun sets, providing an intriguing backdrop for the fashion showcase.

On day three, both a diverse WA group show featuring eight local designers, and presentation from powerhouse designer Camilla will take place at City of Perth Surf Life Saving Club in City Beach.

The eight designers that will make up the WA designer runway include: Ambra Maddalena, Amore + Sorvete, House of SKYE, Kirrikin Summer, Ocean Zone, SEI Bella Aqua Wear and SKYE & Staghorn, with WA stalwart Morrison opening the show.

This setting at the iconic WA beach will celebrate the State's laidback lifestyle and prove why WA is the go-to destination in Australia for the sun, sand and sea.

Designer Camilla Franks said she was thrilled to be packing up the Camilla caravan and heading to Perth once again.

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“This collection, From Rio With Love, is our largest resort and swimwear collection to date and we’re so excited to be able to bring it to our devoted Perth Tribe again this year,” Ms Franks said.

Fashion Council WA Creative Director Mariella Harvey-Hanrahan said she could not wait to see leading local and national designers present their latest resort and swimwear collections in WA.

“Swim + Resort Series has become a tribute to the carefree way of life here in Perth and reinforces why WA has become synonymous with this realm of fashion,” Ms Harvey-Hanrahan said.

“My vision is to make our beautiful State the home of swim and resortwear, not just in Australia but for the world – in much the same way as Europe is considered the home of luxury fashion.”

“This not only gives incredible commercial opportunities for homegrown designers but also promotes tourism to WA and creates international engagement.”

Following the inaugural Swim + Resort Series in 2014, the event has grown to become a staple on the WA fashion calendar.

The State Government, through Tourism WA, supports the Fashion Council WA Swim + Resort Series.

Tourism Minister Paul Papalia said the event provided a great backdrop to show off Perth’s natural attractions.

“Perth is renowned for its spectacular coastline and magnificent Swan River and this event will help us to showcase to our neighboring audiences, particularly in the Asia Pacific region.

In past years it has welcomed top talent including Camilla and sass & bide plus attracted prominent identities including Natasha Oakley, Tanja Gacic and Samantha Harris.

— ENDS —

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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