

SWIM + RESORT SERIES

 **FASHIONCOUNCILWA**

MEDIA RELEASE

November 3, 2017

Swim + Resort Series 2017 Unveiled

Fashion Council WA launched the 2017 Swim + Resort Series program at The Shorehouse on Tuesday, unveiling the exciting line up of events that will take place over Perth from November 23-26.

For the first time, the fourth annual Swim + Resort Series will be split across three days, 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 designer 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 Beach Surf Life Saving Club.

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

Fashion Council WA 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.

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.

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“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.

WHAT Fashion Council WA's Swim + Resort Series Program Launch

WHEN Tuesday October 31
9:30am

WHERE The Shorehouse, 278 Marine Parade, Swanbourne WA 6010

TALENT Kate O'Hara, Fashion Council WA Chair
Emmy Kubainski, Channel 9 MC

VISION/ IMAGES

Media Moment

Six models, including Face of Swim + Resort Series 2017 Lucy Baddeley, wore the latest swim and resort pieces from leading local and national designers. The fashion installation provided a taste of what Swim + Resort Series has to offer in 2017.

— 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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