

MEDIA RELEASE

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WA Fashion Incubator, HATCH is Back

In support of emerging and established WA fashion creatives, Fashion Council WA (FCWA) relaunches the new look HATCH - a next generation fashion incubator that will provide apparel designers, jewellery and accessory designers, illustrators and stylists with a curated, consumer focused retail space.

HATCH continues to shape the future of Western Australian fashion with an offering of collections by talented designers at AMP Capital's Karrinyup Shopping Centre from September 7, with a special VIP launch held last night.

Managing Director of AMP Capital Shopping Centres, Mark Kirkland attended the event along with Scott Nugent, Divisional Development Manager, who said AMP Capital is again proud to be hosting HATCH in its premier shopping centre Karrinyup.

"The key part of our business is supporting retailers and fashion, and we see no better opportunity to do this, than hosting HATCH in our centres." Mr Nugent said.

"We invite all our customers to come down to Karrinyup and visit this exciting store and support local WA designers."

The fashion incubator is the brainchild of Fashion Council WA which continues to give consumers, the media and buyers the chance to engage with collections by WA designers.

"This curated space offers the very best of WA fashion in an interesting and exciting retail concept. Also, importantly encouraging WA consumers to shop local," said Mariella-Harvey Hanrahan, Creative Director Fashion Council WA.

HATCH provides a platform for over 30 WA designers including striking evening wear by Jonté, alongside the bohemian aesthetic of House of Skye, as well as fellow WA labels Wild Horses, Amare and Face of Africa Australia.

Mariella Harvey-Hanrahan said AMP Capital Shopping Centres have played a pivotal role with enhancing the HATCH brand and encouraging diversity in WA fashion.

The aim of FCWA is to represent, promote and champion the design industry in WA through fashion by becoming the peak industry body with a priority focus on growing awareness of brand WA globally. FCWA achieves this via industry events and advocacy activities including support of the annual Telstra Perth Fashion Festival, Swim + Resort Series, and WA Fashion Awards.

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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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