

MEDIA ALERT

23 November 2016

Colour and Drama to Reign at Swim + Resort Series 2016

A spectacle of brightly-coloured swimsuits and the hottest trends in resort fashion will descend on Fremantle's Bathers Beach House for the third annual Swim + Resort Series this Sunday.

Leading Western Australian and national designers will present their latest collections on the runway for a well-heeled crowd of more than 600 VIP guests, buyers and media against the iconic ocean backdrop.

Presented in two parts, the event will kick off with the Independent Designer Runway show which will showcase the work of labels such as Amore & Sorvete, Budgy Smuggler, Chalice Clothing, First Base, Gypsea, Ivory Daze, Natalie Rolt, Skye and Staghorn and Zingiber.

Australian favourite sass & bide will close the display with a Parisian-inspired resort collection featuring romantic draped silhouettes and ornate prints in the brand's unique, dramatic style.

A selection of WA's most notable and burgeoning modelling talent will walk in the two shows, including the face of Swim + Resort Series 2016, Mandurah beauty Ebony Hunter.

New Australian talent Jett Kenny, the son of Olympian Lisa Curry and Ironman Grant Kenny, will exclusively walk for Budgy Smuggler in the Independent Designer Runway.

Meanwhile, former top model, Vogue contributor and social media powerhouse Tanja Gacic, who runs blog My Empirical Life, will be among the front row VIPs as Swim + Resort Series' official influencer.

WHAT Swim + Resort Series 2016

WHEN Sunday November 27
3.00pm – late
Independent Designer Runway: 4.00pm
sass & bide: 6.00pm

- WHERE** Bathers Beach House
47 Mews Road, Fremantle
(entry via Mews Road)
- TALENT** Jett Kenny, new modelling talent and the son of Lisa Curry and Grant Kenny
Mariella-Harvey Hanrahan, Telstra Perth Fashion Festival Director
- VISION** Runway shots, audience, beach backdrop

— ENDS —

For more information, interview opportunities and photography please contact:

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Swim + Resort Series is supported by the State Government through Tourism WA.

Over the last eight years Perth Fashion Concepts Incorporated, PFCI, has facilitated and supported the growth and development of the WA fashion industry and has raised funds to facilitate and support Telstra Perth Fashion Festival, the Western Australian Fashion Awards, Swim + Resort Series, and many other industry events.

In order to elevate the industry to the next level and cement WA's fashion future in global markets, the organisation was rebranded to trade as Fashion Council WA in 2015. FCWA is a peak body that will unify and govern our industry whilst advocating positive change and progress. Through the fostering of strong relationships with government, sponsors, designers, retailers, creative, and the all-important education sector, FCWA will champion progressive innovators that shape the industry, build local networks and provide opportunities and mentorship.

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