

**Media Release**  
**Tuesday 21 July 2015**

## **PERTH LIGHTS UP WITH THE 2015 TELSTRA PERTH FASHION FESTIVAL PROGRAM LAUNCH**

Festival founder and director, Mariella Harvey-Hanrahan on Tuesday, July 21, unveiled the highly anticipated program for Perth's fashion event of 2015, the Telstra Perth Fashion Festival.

The festival, now in its 17<sup>th</sup> year is bigger and better than ever and will bring a range of Perth City venues to life with a series of stunning runway, fashion and community events.

The festival runs from September 15 to 20, promising six exhilarating days of fashion, including some of the most sought after talent on the local, national and international stage.

From the opening night with Perth model, presenter and writer Tiah Eckhardt at the Dilettante Show to the closing night with international Burlesque star, designer and model, Dita Von Teese hitting the runway for Wheels and Dollbaby the program is filled with excitement.

It will also feature runway shows from the likes of Jaime Lee and Akira; international talent with Vietnamese designer Phuong My debuting a new collection and internationally revered and celebrated fashion illustrator David Downton travelling from the UK to attend events and to act as a Telstra Perth Fashion Festival International Ambassador.

Free public fashion shows will be held at Fashion Central in Forrest Place presented by Alcohol, Think Again with shows from fashion retailers Target, enex100 and Brookfield.

"I am really excited by the ground-breaking nature of the fashion we will be showing at this year's Telstra Perth Fashion Festival," said Ms Harvey-Hanrahan.

"And heartened by the way the event has developed over the past 17 years."

A slick new website for the festival has been developed by the team at Doghouse which contains information on all of the participating designers; the program of events and offering tickets for sale from the site, [www.telstraperthfashionfestival.com.au](http://www.telstraperthfashionfestival.com.au).

"The team at Doghouse are proud to be a part of the Telstra Perth Fashion Festival and a supporting partner of the Fashion Council of Western Australia. We believe in fostering events that showcase talent within local businesses and developing a culture of creative excellence within our community," Simon Shackleton, Doghouse.



Media will be able to see the results of the festival's partnership with Telstra and developers at Alive with the launch of an app for both iOS and Android users, where the user can quickly find what's on over the festival and what they want to attend.

"The opportunity to work with Western Australia's largest annual premier fashion event was too good to miss out on! With a uniquely dynamic and innovative program, targeted at both the local, and international market, it made perfect sense for Alive to partner with Telstra in supporting this event for the next 4 years," Luke Harvey-Palmer, Alive CEO.

"Innovation and inspiration are central tenets to the great work that Alive and Telstra do together, and this partnership will be no different. Starting with an iOS and Android mobile phone app, we will also be introducing an Industry-first for the 2015 Event, with an Apple Watch companion app. We see this partnership extending into some very exciting areas over the next 4 years, and look forward to a very innovative, inspiring and rewarding partnership with the Telstra Perth Fashion Festival"

Tickets for the 2015 Telstra Perth Fashion Festival go on sale at 9am AWST Wednesday July 21 at [www.telstraperthfashionfestival.com.au](http://www.telstraperthfashionfestival.com.au) and the app is available now to download via iTunes or Google Play store.

-ENDS-

*Telstra Perth Fashion Festival will run over six days from 15 to 20 September 2015.*

*Telstra Perth Fashion Festival is supported by the State Government through Tourism WA and the Department of Culture and the Arts, and by the City of Perth.*

*Follow Telstra Perth Fashion Festival on Facebook at Perth Fashion Festival (PFF), on Twitter @perthfashfest and on Instagram @telstraperthfashionfestival.*

*[telstraperthfashionfestival.com.au](http://telstraperthfashionfestival.com.au)*

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