

MEDIA RELEASE**8 December 2016**

Chinese Supermodel to Star in WA Campaign

One of China's leading models is set to arrive in Western Australia this week to take part in a unique fusion of fashion and culture.

Fresh from walking in 14 shows at the most recent China Fashion Week, Wang Yi will touch down in Perth on Saturday December 10 to shoot the campaign for ***Fashion Council WA Lunar Style Celebrations 2017***.

The 19-year-old has been touted as one of China's rising stars, coming third in the top 10 professional fashion model category in the 2016 China Fashion Awards and being named champion in the 10th annual China Super Model Contest in 2015.

Beijing-based Yi will serve as the face of the stylish new Chinese New Year initiative, starring in an editorial spread of oriental-inspired fashion from leading WA designers that will accompany details of a new partnership between FCWA and China Fashion Association.

FCWA Creative Director Mariella Harvey-Hanrahan first saw the beauty while attending China Fashion Week earlier this year and said she was mesmerised by Yi's unique look.

"Yi is really diverse, she looked incredible in both couture and more traditional collections," Ms Harvey-Hanrahan said.

"I knew we had to get her over to WA for the Chinese New Year campaign. This initiative marks a significant and valuable collaboration between Fashion Council WA and China Fashion Association, and Yi is the perfect face to present the exciting program we have planned."

Run in conjunction with the Office of Multicultural Interests, Fashion Council WA Lunar Style Celebrations 2017 will include exhibitions, industry forums and public events from late January to mid-February that intertwine Australian and Chinese culture and fashion.

In addition to the program of events, the partnership between FCWA and China Fashion Association, China's largest fashion body, will present opportunities for model and designer exchanges as well as business development for local creatives.

“The collaboration will build bridges between designers and the commercial market as well as promoting Chinese and WA fashion on an international level,” Ms Harvey-Hanrahan said.

“China is not only the biggest consumer of luxury goods in the world, but a country with great creative potential.

Citizenship and Multicultural Interests Minister Mike Nahan said the State Government supported the project by providing funding to Fashion Council WA as part of \$1 million funding for an expanded Chinese New Year program.

“Western Australia has strong social, economic and cultural links with China that are set to be further enhanced through this program, which is part of a series of activities planned around Chinese New Year 2017,” he said.

“This project will lay the foundation for future collaboration between the WA and Chinese fashion industries, while providing an opportunity for the wider community to learn more about Chinese culture in WA.”

Approximately 80,000 Western Australians have Chinese heritage, while close to 17,000 China-born people live in WA.

FCWA has also been working closely with Chinese community organisations, including the Chung Wah Association, to support the authenticity of the program.

The full Fashion Council WA Lunar Style Celebrations 2017 program will be announced soon.

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About Fashion Council WA Lunar Style Celebrations 2017

Born from a collaboration between Fashion Council WA and China Fashion Association, Fashion Council WA Lunar Style Celebrations is coming to life for the first time in 2017. The program aims to facilitate intercultural understanding of Chinese New Year and drive community participation in WA through a series of unique and exciting fashion events in Perth during January and February. Exhibitions and public events will build engagement with the Chinese culture and give opportunities for WA designers to connect with an international audience through cross-cultural exchanges.

Presented in conjunction with the Office of Multicultural Interests, Fashion Council WA Lunar Style Celebrations ties in with the broader Chinese New Year cultural program as the community prepares to ring in the Year of the Rooster. Next year will signify the Australia-China Year of Tourism, as designated by the Australian Government, which will further strengthen links between the two countries. 2017 also marks another two important anniversaries: 45 years since the start of diplomatic relations between Australia and China, and 30 years since WA began its sister state relationship with the Zhejiang Province.

About Fashion Council 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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