

Media Release



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Ekka 2010 Cotton and Wool parades

This year's Royal Queensland Show (Ekka) features the return of one its most iconic traditions – the hugely popular Cotton and Wool fashion parades, proudly presented by The Courier-Mail.

Presented in the 80s and 90s to massive crowds, the Cotton and Wool Parades thrilled audiences and firmly entrenched them as one of the top three must see experiences at the Ekka.

RNA chief executive Jonathan Tunny said while the Ekka featured fashion parades each year, the RNA was keen to see the parade theme return to cotton and wool.

“The parades support the ideals of the Ekka and the RNA as they innovatively pay tribute to Queensland agriculture through promotion of the state's cotton and wool industries,” Mr Tunny said.

“They represent a true celebration of the country in the city, of the old and the new, of the best of the best.

“The parades will entice audiences with their energy and diversity, and offer a unique opportunity for visitors to experience the largest publicly available fashion shows anywhere in Queensland.”

Fashion Event Director Lindsay Bennett will once again direct the parades, inspired by all things natural.

Mr Bennett said Brisbane's leading fashion designers will reveal an eclectic mix of fine lines and prêt à porter style for today's urban consumer.

“The 2010 Ekka Cotton and Wool parades feature the theme of ‘Wrapped in Natural Fibres’ which is all about showcasing cotton, wool and other natural fibres in their finished form,” he said.

“Quality wool and cotton fabrics remain the most versatile and enduring of all, and in the hands of designers of the calibre featured in these new parades the remarkable quality and endurance of the two will be fully displayed.

“By selecting designers who have chosen to work in natural fibres, we are celebrating the finest fabrics nature has to offer.”

Mr Bennett said parade audiences will see the natural beauty of cotton and wool fleeces spun to life in a beguiling mix of daywear, swimwear, casual and elegant evening wear.

“Creations from Paul Hunt, Darb Bridal Couture, Bora and Gina Kim are a mere sample of what the audience can expect to see gracing the catwalk.

“Alongside these fashion protagonists, the Cotton and Wool Parades will also showcase the talents of some of the state's up-coming champions of couture.

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“Illustrating the talent of Australia’s burgeoning fashion industry, the parades carry all the extravagance of the fashion world on a scale typically reserved for the industry itself.”

Participating Designers include:

Bora, Darb Bridal Couture, dogstar, George Wu, Gina Kim, Francis Leon, Karen Neilsen Collection, Maiocchi, Paul Hunt, Pistols at Dawn, Riot, Sacha Drake, Subfusco, Tengdahl, Daniel Alexander Couture, Tulipani and White Sands. Student designs from Queensland University of Technology (QUT) and Metropolitan South Institute of TAFE (MSIT) will also be on show. Accessories by Adorne and hair styled by CorCorz for Hair.

The Cotton and Wool Parades will be staged in The Auditorium in the Walter Burnett Building at 1:00pm, 2:00pm, and 3:00pm daily. An additional show will be staged at 4:00pm each day of the first weekend. The last parade will be staged at 3:00pm on Saturday 14 August.

Media contacts:

Fashion parade director – For parade images and interviews contact Lindsay Bennett on 0418 110 844 or lindsay@lindsaybennett.com.au

For all the latest Ekka 2010 news go to the Ekka Media Centre at www.ekka.com.au/mediacentre
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