



Thursday July 21, 2011

Brisbane designers set to wow Ekka audiences

The iconic and immensely popular Cotton and Wool fashion parades will once again grace the Royal Queensland Show this year and will feature a distinctly local Brisbane flavour.

More than 16 local designers will be showcased in the Ekka's most glamorous event which continues to draw massive crowds, since they were first held in the 1980s.

Last year's event saw the theme of the parades return to "Cotton and Wool" which support the ideals of the Ekka and the RNA.

RNA Chief Executive Jonathan Tunny said the parades importantly pay tribute to Queensland's agricultural sector through an innovative promotion of cotton and wool,

"A key cornerstone of the Ekka is education and the heart of the show is all about bringing city and country together," he said.

"The parades encompass this by showcasing the diversity of our cotton and wool industries to city audiences."

Mr Tunny said the parades not just offered visitors the chance to experience the largest publicly available fashion shows in the state but also supported local Brisbane designers.

"The parades are a wonderful highlight of the Ekka and draw massive crowds, and it's great to see local designers be able to showcase their designs on this unique stage, it's an event not to be missed."

Fashion Event Director Lindsay Bennett, who created the original Cotton and Wool parades, will once again produce the parades this year.

Mr. Bennett said the event parades will involve Brisbane's leading fashion designers, presenting a captivating collection of couture and ready-to-wear styles.

"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 parades, the remarkable quality and endurance of the two will be fully displayed," he said.

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

Audiences are invited to witness the natural beauty of cotton and wool fabrics in the form of daywear, casual and evening wear.

This year's line-up of designers is of the highest standards yet. Participants include:

- Francis Leon
- Jacqueline Buck
- Sacha Drake
- Pistols at Dawn
- dogstar
- Maiocchi

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Media Release



Ekka

- Nelson Molloy
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- MSIT (Metropolitan South Institute of TAFE)
- Vanguard
- Foxtan Danger
- Bora
- Gina Kim
- Darb Couture
- Accessories by Adorne

Hair will be styled by CorCorz for Hair and make-up by the team from Napoleon Perdis.

The Cotton and Wool Parades bring all the extravagance and spectacle of the fashion industry to the Queensland public, with an international standard and a distinctly local focus.

The Cotton and Wool Parades will be staged in The Auditorium in the Walter Burnett Building at 12:30pm, 1:30pm, and 2.30pm daily. An additional show will be staged at 3:30pm each day of the first weekend. The last parade will be staged at 2.30pm on Saturday 20 August.

ENDS

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