

June 22, 2018

Ekka model mania

The competitive spirit of the Ekka was alive and well today when more than 100 models vied for a coveted spot on the runway of Queensland's longest running fashion parade program – the Royal Queensland Show's Natural Fibres Parades.

Models from Queensland's top agencies met at the Brisbane Showgrounds on Friday 22 June to compete for only 10 spots in the Ekka Parades. Following the casting 7 girls and 3 guys were selected to present Queensland fashion in front of thousands of Show goers in August.

Natural Fibres Fashion Event Director Laura Churchill said the casting panel selected models who had stage presence because the Ekka parades entertained huge audiences every day of Show.

"Since the Ekka Parades are in front of hundreds of people our models really need to carry the room so we chose girls and guys with personality and presence," said Ms Churchill.

"We are so pleased with the brilliant turnout to today's casting. It is clear that Queensland models love the Ekka and are keen to be involved in the Show's most glamorous event. No other Queensland event gives models the massive exposure the Ekka offers – 40 shows over 10 days.

"The Ekka Natural Fibre Fashion Parades have long been considered as a launch pad for Queensland's up and coming models. We are excited to announce that six of the 10 models this year are brand new to the Ekka runway!" she said.

This year's Natural Fibres Parade Program will transport audiences to a whimsical winter wonderland in its fabulous new Enchanted Winter-themed show. The brand new set design will provide a spectacular ice forest-themed backdrop to showcase Queensland's natural fibre fashion to best effect.

Another new addition to the long-running Natural Fibres parades (27 years this year) will be daily Meet the Model sessions after each parade where fashion lovers can be photographed with their favourite model and designer outfit.

Representatives from Ekka Natural Fibres Fashion Parade partners Issada Cosmetics and NAK Hair joined Laura Churchill and Ekka Entertainment Manager Tony Laffan on the model selection panel this morning.

Don't forget to follow us on social media #ekka



For more information please contact the Ekka Media Unit:
Veronica Carew
General Manager Communications
Ph: 07 3253 3930/ 0408 323 631
Email: vcarew@rna.org.au

Nicole Clifton
Media and Communications Officer
Ph: 07 3253 3931/ 0417 451 775
Email: nclifton@rna.org.au