

Media Alert



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ATT NEWS EDITORS:

A Sneak Peek of the Cotton and Wool Parades...

Media are invited to attend a dress rehearsal for *the Cotton and Wool Parades*, presented by the *Courier Mail*, being featured at this year's Royal Queensland Show (Ekka).

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 must see experiences at the Ekka.

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.

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

Showcasing 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.

Details are as follows:

Date: Wednesday 4 August
Time: 11.00am – 11.20am
Place: The Auditorium, in the Walter Burnett Building, RNA Showgrounds

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. Hair is styled by CorCorz for Hair and Napoleon Perdis are the make-up partner.

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 – Lindsay Bennett on 0418 110 844
Ekka PR – Veronica Carew – 3253 3930.

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