



Ekka
Royal Queensland Show

Media Release

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High fashion meets high wires at Ekka

The big crowd pleaser – the Royal Queensland Show (Ekka) Fashion Parades – has undergone a major transformation and this is your chance to see it first at the Media Only Preview.

Step inside the arena at the Ekka for the Natural Fibres Fashion Parades presented by Cotton Australia; celebrating home-grown fashion design and agriculture with all the glitz, awe and theatricality of the circus found beneath the big top.

Since 1980, the Ekka Fashion Parades have been a big crowd pleaser and this year we're expecting it to be even better, when the latest cutting-edge fashion mixes with acrobats, strongmen and rhythmic gymnasts. More than 30,000 people are expected to take their seats at this year's parades presented by Cotton Australia. Parades will be held daily at 12.30pm, 1.30pm and 2.30pm on the Entertainment and Fashion Stage, upstairs at the Royal International Convention Centre. Here's your chance to get the first look at this year's production *magnifique!*

WHAT: EXCLUSIVE MEDIA ONLY PREVIEW of the Natural Fibres Fashion Parades presented by Cotton Australia. Meet the dynamic duo behind the stunning aerial acts – Kym Stokes, a professional ballerina formerly with the Queensland Ballet Company and Les Livesey, a gymnastics champion and acrobat. Fashion Event Director Lindsay Bennett is also available for interview.

WHEN: TOMORROW – Thursday, 6 August 2015

TIME: 11am

WHERE: The Entertainment and Fashion Stage, upper level, Royal International Convention Centre

The Parades will feature 19 local designers, with an amazing 53 new-season, natural fibre fashions on show. Designers include: Easton Pearson, Gail Sorronda, Darb Couture, Brides Desire by Wendy Sullivan, Paul Hunt, Wil Valor, Irma J Smith House of Fashion, Pia du Pradal, Tengdahl, White Label Noba, Sacha Drake, Maiocchi, Urbana, George Wu, Bora, Soot, Ubermen, Jack Sullivan and The Cloakroom. Hair is styled by CorCorz and make-up is by Napoleon.

MEDIA CONTACTS:

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

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Friday 7 - Sunday 16 August 2015
www.ekka.com.au