

June 15, 2017

Models vie for their runway chance at Ekka fashion casting

Around 100 hopeful male and female fashion models will audition for their chance to walk the coveted Royal Queensland Show (Ekka) Natural Fibres Fashion Parade runway with casting occurring on Thursday June 29.

Seven female and three males over the age of 16 years will be selected for the parades by a casting panel that includes hair experts Daryl Agnew and Juanita King from NAK, Isaada Cosmetics director Fiona Neale and one of the parade designers along with Natural Fibres Fashion Parades event director Laura Churchill.

The casting is open to any model hopeful represented by the major agencies including Chic Management Brisbane, Tamblyn Models and Vivien's Models.

Laura Churchill says the Ekka Natural Fibres Fashion Parades are one of the most sought after runway show opportunities for established and emerging models in Queensland with 30 shows scheduled to run across the 10 days of Ekka this August.

"The Ekka fashion parades give these models incredible runway experience and can help launch their career platforms for overseas markets," said Ms Churchill.

"Many models over the history of these parades have gone on to very lofty heights in the Australian and international modelling scene so these spots are very competitive," she said.

"There are very few large-scale runway show opportunities for models in Queensland but Ekka fashion certainly provides that with 30 shows over 10 days...our models work hard and gain a huge amount of experience and exposure, and Ekka has a reputation as one of those events everyone loves to be a part of.

"Model casting is challenging as you are looking for models who have runway presence, can walk beautifully and will fit and perfectly represent a range of fashion designers."

This year marks the 26th year of Ekka presenting its Natural Fibres Fashion Parades, which is Ekka's most glamorous event.

The Back to Nature Natural Fibres Fashion Parades will be staged on the entertainment and fashion stage, upper level, Royal International Convention Centre, Brisbane Showgrounds at 12.30, 1.30 and 2.30pm daily during the Ekka, August 11-20.

EKKA 2017 Natural Fibres Fashion Parades Model Casting

What: An estimated 80-100 male and female models will perform their best runway walk in front of the selection panel.

Where: Ernest Baynes stand (between Main Arena and Royal International Convention Centre), Brisbane Showgrounds

When: 10am – 1pm, June 29, 2017.

Who: Natural Fibres Fashion Parades event director Laura Churchill, industry judging panel of NAK hair and Issada cosmetics representatives, a Brisbane designer, along with the models.

For further information about Ekka visit www.ekka.com.au

For further media information, images, interviews and photo shoot requests, please contact Fashion Event Director Laura Churchill on 0405 155 002 or email laura@laurachurchill.com.au

For other media inquiries about Ekka contact General Manager Communications Veronica Carew on vcarew@rna.org.au or 0408 323 631

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