

FASHION



'NATURE'S GIFTS' NATURAL FIBRES FASHION PARADES PRESENTED BY CHANNEL 7

WHEN: 11.30am, 12.30pm and 1.30pm daily

WHERE: Main Stage (G-14)

In its 30th year, Queensland's longest running fashion parades, the Natural Fibres Fashion Parades presented by Channel 7, will feature more regional designers than ever before and introduce swimwear and childrenswear for the first time.

On the Ekka catwalk this year will be garments from four regional designers from Blackall (Red Ridge the Label), Bundaberg (Wolf Blonde), Goondiwindi (Goondiwindi Cotton) and the Sunshine Coast (Sinerji).

The first swimwear designer to feature in the Ekka's parades is Baiia, which uses recycled nylon made from industrial and consumer waste such as fish nets, plastic water bottles, carpets and textiles.

It is the first time sustainable fabrics have been introduced to the show, highlighting an important aspect of the future of the fashion industry.

This year's program will showcase the journey from fibre to fashion and the future of fashion in its fabulous 'Nature's Gifts' show featuring 14 Queensland designers from across the state plus some student designs. Ten designers are new to Ekka this year.

In a nod to the parades' 30-year history, an anniversary which is celebrated with pearls, the 'Nature's Gifts' show will also shine a light on Australia's regenerative pearl farming industry. Following this theme, the Ekka runway designs will be accessorised with fabulous Pearls of Australia jewellery.

Audiences will be educated on the natural materials used to create the final garments, which include cotton, wool, silk, bamboo, hemp and linen, in colourful and creative ways. Categories this year include daywear, occasion wear, formal/bridalwear, menswear, childrenswear, swimwear and student design.

The Natural Fibres Fashion Parades presented by Channel 7 will again be produced by Laura Churchill director of Fashion Queensland for the fifth year, and supported by Stefan and FRANKiE4 footwear.

Queensland designers featuring in this year's parades include:

- Red Ridge the Label
- Nikke Horrigan
- Baiia (new to Ekka)
- Jericho Road
- Goondiwindi Cotton (new to Ekka)
- Kablooi (new to Ekka)
- Ossom (new to Ekka)
- Sinerji (new to Ekka)
- Orange Sherbet (new to Ekka)
- Wolf Blonde
- Mitch Graham (new to Ekka)
- Bam Loves Boo (new to Ekka)
- Madi & Pip (new to Ekka)
- Two Hearts Bridal (new to Ekka)
- Love Henry (new to Ekka)

Students from Billy Blue College of Design at Torrens University, TAFE Qld, QUT and the Whitehouse Institute of Design will also showcase their work.

FASHIONS ON THE FIELD COMPETITION PRESENTED BY BRISBANE RACING CLUB

WHEN: 9.30am-11.30am August 14

WHERE: Main Arena (L-8)

Entrants in the Fashions on the Field Competition presented by Brisbane Racing Club will show off their most stylish formal spring season race wear.

The competition held on Thoroughbred and Standardbred Day features nine classes, with plenty of prizes to be won.

The judging panel for this year are Ewan Gardam from Gardams Fabrics, Pamela Cameron from Ascot Hats and Toni-Maree Bishop from elaudry.

The judges will score the fashion savvy entrants across several race-wear criteria, before crowning the winner for each class plus a Grand Champion.

The nine classes are:

- Best Dressed Lady (18-40 years)
- Best Dressed Lady (40+ years)
- Best Dressed Gentleman (18+ years)
- Best Dressed Pair
- Best Dressed Junior (15-17 years)
- Best Millinery / Headwear (unisex)
- Best Dressed Steward (unisex)
- Best Dressed Lady Strapper
- Best Dressed Gentleman Strapper

The Grand Champion will be chosen from the first place winners of the Best Dressed Lady (18-40 years), Best Dressed Lady (40 years and over), Best Dressed Gentleman and Best Millinery / Headwear classes.

