

Media Release

Threads and Thoroughbreds a Showstopper

The Coffee Club Parades at this year's EKKA (11-20 August) will be a stunning showcase of Queensland's best fashion designers working with natural fibres.

While bustling crowds are typical at the EKKA, inside The Coffee Club Auditorium will be a stylish escape for visitors interested in adding a touch of glamour to their day out.

In previous years the parades have been renowned for drawing large crowds eager to see not only the latest fashions but the often risqué outfits usually only on show at exclusive fashion parades for celebrities and the fashion elite.

Around 17 Queensland labels will showcase their ranges in an impressive mix of music, innovative staging, fabulous fashions and of course, gorgeous models.

Over 50,000 show visitors will have the opportunity to enjoy Queensland's largest showcase of designer clothing up close with a total of 55 parades over 10 days at the EKKA.

The eclectic mix features fashions ranging from glamorous gowns to street chic. The stage will be shared by well known couture designers such as Paul Hunt, Daniel Lightfoot, Winnie, Gina Kim, Tim Lindgren and Bora Hwa Sook Lee, sexy swimwear labels Katie Moubarak, Riot and Brothers Neilsen, and the latest fashion looks by Red Cordial, dogstar, ARX, Lad Clothing, athan-jon, Maiocchi and Sacha Drake. Hair will be styled by Avante Garde Hairdresser of the Year, Carol Haddad of CorCorz for Hair and makeup by Napoleon Perdis Cosmetics.

The Coffee Club Parades Executive Producer, Lindsay Bennett, said that the parades get bigger and better each year and this year's performance will be one not to be missed.

"The EKKA is all about a great, entertaining day out, and The Coffee Club Parades are an element of the EKKA experience that never fails to give audiences a thrill," said Mr Bennett.

"I don't believe that anybody will walk away disappointed with what we have planned for this year's parades - they're exciting and a chance to see new season fashions."

In addition to getting the chance to sit back and enjoy a break from the crowds while being entertained with stylish designs, visitors to the parades will also be able to take part in The Coffee Club New Faces of the EKKA Model Search.

Ten finalists will model in a special section of the parade and will need visitors' voting support for the chance to win 12 months representation by Vivien's Model Management.

Visitors will also have the chance to win big themselves when they nominate their favourite model and submit their voting forms in a barrel at the end of each parade. One lucky person will receive a 5 night accommodation voucher at any Breakfree Resort valid for 18 months (subject to availability) – valued at \$1,325.

Winners will be announced on Friday 19 August at 2.30pm just prior to the 3.00pm parade.

These parades are sponsored by The Coffee Club, Channel Nine, 97.3fm and The Courier-Mail.

Parade times vary and people should refer to their Show Guide or check out times on www.ekka.com.au. As a guide parades are 11am, 12pm, 1.00pm, 3.00pm, and 4.00pm daily and on busier days 5.00pm.

So for a touch of glamour, escape from the crowds and immerse yourself in the fun and fashion at this year's Coffee Club Parades.

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