

MEDIA RELEASE

FASHION WITH LATITUDE

Expect the unexpected from 30 high powered fashion designers commissioned to stage this year's Natural Fibres parades at the 2003 Ekka, August 7 to 16. Sixteen favourite and 14 new fashion designers will together show a range of couture and ready-to-wear fashions to inspire new directions in the season ahead.

Fashion parades have been a highlight at the Ekka for many years, providing hundreds of thousands of Queenslanders with a glimpse of future fashion possibilities.

The 2003 parades, styled as Fashion with Latitude, will feature fashion in both wool and cotton fibres in the same performance for the first time. As many as 55 performances of the Fashion with Latitude Natural Fibres Parades will be held over the 10 days of Ekka.

Lindsay Bennett, producer and director of the Natural Fibres Parades, says he is excited about the combination of cotton and wool fashions and the practical opportunities the concept offers to audiences.

"Quality cotton and wool fabrics remain versatile and enduring and in the hands of designers of the calibre featured in this year's parades, the remarkable quality and potential of these natural fibres will be fully showcased," Mr Bennett said.

The Ekka was first held in 1876 to demonstrate the development of Queensland's primary and secondary industries and this tradition remains strong.

As RNA President, Colin Meagher, has been quick to point out, wool production has long been a staple of the State's rural economy and in the past 50 years cotton has joined the sister fibre as an important crop and commodity.

"With the combination of cotton and wool in our Natural Fibres Parade we are celebrating the best of rural farming produce as well as the talents of our city designers and the benefits that accrue to the whole community," Mr Meagher said.

A total of 98 garments are featured in the parades from Labels such as Lucid, Dogstar, Bora, Anthony Leigh Dower, Daniel Lightfoot, Elio Moda, Cotton Wool, Brothers Neilsen, Lorna Jane, Tengdahl Australia, Winnie, Wendy Makin, Aires and Graces, Roma Couture, Alla Moda, Darb Bridal, RMD Jet, Arsparella, Gina Kim, ARX, Ellis, Crainc, Riot, MAiocchi, Daryl, LAD, Sookii and JAX. Hair will be styled by Fadis Hair and Cor Corz with makeup by Napoleon.

Sponsors of the 2003 parades include Channel Seven, Downtown Brisbane, 97.3FM and Sheraton Brisbane.

Mr Meagher said the thanks of the RNA and the public go to these organizations for providing the opportunity for thousands of people to experience the fashion fun, celebrate the versatility and style of Australia's favourite fibres and perhaps be inspired to allow themselves some latitude in their fashion combinations.

Parade times vary and people should refer to their Show Guide or check the times on the EKKA website www.ekka.com.au

For further information or assistance please call Lindsay Bennett on 0418 110 844 or Nan Dwyer 0417 738 240.