

media release



For Immediate Release
July 2009

AUSTRALIA'S LARGEST PUBLIC FASHION EVENT – THE COFFEE CLUB PARADES

The Coffee Club Parades will again be one of the star attractions at this year's Royal Queensland Show (The Ekka) with a spectacular production featuring cutting-edge fashion, gorgeous models and fresh New Faces.

The Coffee Club Parades are the largest and longest running public fashion event staged in Australia attracting in excess of 50,000 show goers annually over 10 days all looking for their fashion fix. This year Ekka patrons will be treated to 53 free parades showcasing the best of Queensland designers' and retailers' latest collections.

"The parades are one of the most popular events at the Ekka and this is a chance for the public to experience what a real VIP fashion show is like." said executive producer, Lindsay Bennett.

"Each year we experience huge crowds that surprise us by how eagerly they line up long before the shows start. So to make things a little easier, we have scheduled three extra shows during the busier periods to allow even more people an opportunity to see the latest fashion trends in a professionally produced show. This is a real must-see highlight to the Ekka experience!"

This year's list of labels includes couturiers Paul Hunt, Bora, Wendy Makin, Brides Desire by Airs & Graces, MXM Couture, Daniel Alexander Couture and fashion forward brands including dogstar, Maiocchi, Grbac, Tulipani, George Wu, Mother Maria, Kitten D'Amour, Dirtbox, Taree Birse, Pistols at Dawn, John Harris Menswear and swimwear from Riot. Shoes provided by Milu and accessories from Cae, Zoda, Susie M, Olga Berg and Katzi.

The future of Queensland fashion will be showcased with a student design segment featuring outfits by Metropolitan South Institute of TAFE and some sexy swimwear from QUT Creative Industries.

In addition **The Coffee Club New Faces of the Ekka** model search has become a regular attraction of the show with 10 finalists parading fashions from Mother Maria and competing for 12 months representation by Viviens Model Management, Australia's largest modelling agency. This competition has catapulted past winners on to the international catwalk scene and is a real opportunity for aspiring models to be noticed by the industry.

GRAND
CHAMPION
SPONSORS



media release



Two model search winners will be announced at the 11am parade on the Friday 14 August. One finalist will be selected as the People's Choice, as voted by the audiences at all shows, and one finalist will be chosen by the judges.

One audience member will walk stylishly away with an Ekka Fashion Experience Prize, including \$2,250 in designer vouchers, a \$250 CorCorz for Hair makeover, and \$150 worth of Napoleon Perdis cosmetics, simply by voting for their favourite finalist to win the People's Choice award.

The Coffee Club Public Relations Director, John Lazarou, said the parades have now become an Ekka institution, giving the Royal Queensland Show a sleek, fashionable edge amongst the sideshow fun and serious livestock line ups.

"The shows are enjoyed by such a diverse audience, from the style savvy and fashion followers, to young kids who just enjoy the spectacle" said Lazarou.

The parades are sponsored by The Coffee Club, Channel 9 and 97.3fm. Hair is styled by CorCorz for Hair and make-up is by the team from Napoleon Perdis.

As the number of parades each day varies, people should check their Show Guide to ensure they don't miss out. The parades are generally 11am, 12pm, 1pm, 3pm and 4pm daily, and 5pm on the busier days and public holiday.

So for a touch of seductive glamour, escape from the crowds and immerse yourself in some fashion at The Coffee Club Parades.

The Coffee Club Parade Schedule

August	11am	12pm	1pm	3pm	4pm	5pm
Thursday 6	✓	✓	✓			
Friday 7	✓	✓	✓	✓	✓	
Saturday 8	✓	✓	✓	✓	✓	✓
Sunday 9	✓	✓	✓	✓	✓	✓
Monday 10	✓	✓	✓	✓	✓	✓
Tuesday 11	✓	✓	✓	✓	✓	
Wednesday 12	✓	✓	✓	✓	✓	✓
Thursday 13	✓	✓	✓	✓	✓	✓
Friday 14	✓	✓	✓	✓	✓	
Saturday 15	✓	✓	✓	✓		

-ends-

For further information, interviews or photographs, please contact:
Lindsay Bennett Marketing on (07) 3891 7751 / 0418 110 844

**GRAND
CHAMPION
SPONSORS**

