



Media Release



Ekka

MEDIA ALERT

August 9, 2011

A Sneak Peek of the Cotton and Wool Parades...

Media are invited to attend an exclusive preview tomorrow (Wednesday August 10) of the iconic Cotton and Wool Fashions Parades being featured at this year's Royal Queensland Show (Ekka).

More than 16 local designers will be showcased in the Ekka's most glamorous event which continues to draw massive crowds, since they were first held in the 1980s.

The parades support the ideals of the Ekka and the RNA as they innovatively pay tribute to Queensland agriculture through promotion of the state's cotton and wool industries.

They represent a true celebration of the country in the city, of the old and the new, of the best of the best.

The Cotton and Wool Parades bring all the extravagance and spectacle of the fashion industry to the Queensland public, with an international standard and a distinctly local focus.

DATE: Wednesday August 10

TIME: 11.00am – 11.20am

LOCATION: The Auditorium, in the Walter Burnett Building, RNA Showgrounds

ACCESS DETAILS: Entry via Gate One., Gregory Terrace.

Participating Designers include: Francis Leon, Jacqueline Buck, Sacha Drake, Pistols at Dawn, dogstar, Maiocchi, Nelson Molloy, Talulah, Neon Heartache, QUT (Queensland University of Technology), MSIT (Metropolitan South Institute of TAFE), Vanguard, Foxtan Danger, Bora, Gina Kim, Darb Couture, Accessories by Adorne. Hair will be styled by CorCorz for Hair and make-up by the team from Napoleon Perdis.

The Cotton and Wool Parades will be staged in The Auditorium in the Walter Burnett Building at 12:30pm, 1:30pm, and 2.30pm daily. An additional show will be staged at 3:30pm each day of the first weekend. The last parade will be staged at 2.30pm on Saturday 20 August.

For more information or to organise interviews and images please contact:

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