

20 July 2016

The Makeup King Comes to Ekka

Audiences at this year's Natural Fibres Fashion Parades at the Royal Queensland Show (Ekka) are in for a day of extra excitement as Australia's Beauty Mastermind, Napoleon Perdis, comes to town.

The long-term makeup sponsor of the Parades and a regular visitor to Brisbane, this will be Napoleon's first visit to Queensland's biggest annual event. He will be joined by his eldest daughter and newest face of his beauty brand, Lianna Perdis.

"Lianna and I are so excited to see the Natural Fibres Fashion Parades at the Ekka this year," Napoleon said.

"My team and I have been proud to partner with the Parades for over two decades, creating fashion-forward beauty looks to compliment the collections. There is a lot of talent and energy coming out of Queensland and we can't wait to be amongst it at this hugely popular event."

Napoleon and Lianna Perdis will take to the Mumm Entertainment and Fashion Stage at 1.30pm on the first day of the Ekka, Friday 5 August, for a Q&A hosted by Fashion Commentator, Kellie Alderman; before sitting front row for a fashion parade.

Beauty and fashion fans will also have an opportunity to meet both Napoleon and Lianna at an autograph session following the parade.

Lindsay Bennett, director of the Natural Fibres Fashion Parades, is thrilled to welcome Napoleon and Lianna this year.

"Napoleon Perdis has been a wonderful partner of the Parades and we are delighted to have him in attendance, along with his daughter Lianna, as we showcase the gorgeous collections by Queensland's talented designers, utilising natural materials from our farms," Mr Bennett said.

This year, the Natural Fibres Fashion Parades celebrate 25 years with Lindsay Bennett at the helm.

Audiences will be treated to a stunning retrospective showcase to open each parade, featuring special pieces from the archives of 12 renowned Queensland designers.

This will be followed by new-season fashion collections by leading designers and talented students of QUT Fashion School and TAFE Queensland Brisbane, all working with gorgeous natural fibres in keeping with the Ekka ethos of showcasing the country in the city.



ROYAL QUEENSLAND SHOW

MEDIA RELEASE

The Natural Fibres Fashion Parades will be staged on the Mumm Entertainment and Fashion Stage, upper level, Royal International Convention Centre, Brisbane Showgrounds at 12.30pm, 1.30pm and 2.30pm daily during the Ekka (Friday 5 – Sunday 14 August).

Media Enquiries:

For further information, interviews or photographs, please contact Lindsay Bennett Marketing on (07) 3358 3350 / 0418 110 844 or Veronica Carew at Ekka Media on 0408 323 631.