



FASHION

Natural Fibres Fashion Parades presented by Channel 7

WHEN: 11.30am, 12.30pm & 1.30pm daily

WHERE: Main Stage

Fall head over heels with fashion at the Natural Fibres Fashion Parades presented by Channel 7.

This year's theme is The Fabric of Us: A Love Story – a city-girl-meets-country-boy romance that celebrates their journey through key relationship milestones.

Each meticulously crafted design tells a chapter from the first spark to a lasting bond, brought to life through the textures of cotton, wool, silk, bamboo, hemp and linen.

For the first time, the runway will feature all dancer-models including past Moulin Rouge performers and acrobats such as the dynamic Thor Sacre - turning the catwalk into a full-scale production.

From dashing country menswear to women's fashion across the spectrum of casual cotton florals to the most special occasion pieces, the parades will feature 15 designers, seven of which are new to the Ekka stage.

The designers hail from Brisbane, Maryborough, Kuranda in North Queensland, Toowoomba and Noosa, making this iconic show a true celebration of the state's most innovative natural fibre designs. A special inclusion this year is the famous Australian label R.M. Williams presenting its menswear designs.

Other special additions to the 2025 parades include first nations designer Briana Enoch's label Jarawee, and new silk sleepwear label Noirelle, as well as returning favourites Mannzilo suits, Pink Pineapple's sustainable cotton floral pieces and of course the next generation of up-and-coming designers from QUT, Billy Blue College of Design and TAFE Qld.

This year's parades promise a visually spectacular, full-scale fashion production never seen before at the Ekka!

The parades are Queensland's longest-running fashion parades, marking their 32nd year in 2025.

Designers:

Pink Pineapple Clothing

R.M. Williams Menswear

Wacker Clothing Company

Ileana the Label

Madi & Pip

SoulSilk

Student designs – QUT, Billy Blue College of Design at Torrens University, TAFE Qld

Trademutt

Anannasa

Field the Label

Astille

Noirelle

Jarawee

Mannzilo

Azadeh Salehian

Laura Churchill - Producer

Laura Churchill has produced the Ekka's fashion parades for the past eight years. With a background in fashion journalism and event production, she champions local designers and sustainable style through her creative direction. Laura is Director of Brisbane Fashion Month and is Producer of Noosa Fashion Weekend.

**Kylie Goeldner - Choreographer**

The highly experienced Kylie Goeldner has choreographed the Ekka's fashion parades for eight years. Kylie trained with the Australian Youth Ballet and Alvin Ailey American Dance Theatre, New York and worked as a professional dancer for 20 years. She has choreographed for Jupiter's Casino, The Great Moscow Circus and various events including Mercedes-Benz Fashion parades, The Engineers Awards, V8 Supercars Melbourne and NRL grand finals.



Thor Sacre

Thor Sacré is an electrifying director and performer fusing circus, dance and cutting-edge LED technology. Known for his high-energy, immersive creations, Thor has choreographed for Creative Generation, lit up Eat Street Brisbane and wowed audiences on Channel 10. Thor will bring his signature spectacle to the fashion parades for the very first time.



Fashions on the Field Competition presented by Brisbane Racing Club and supported by Sirromet

WHERE: XXXX Stockmen's Bar & Grill

WHEN: Monday 11 August at 10am

The Ekka's most stylish tradition returns on one of the most prestigious days of the event - Thoroughbred and Standardbred Day - with the much-anticipated Fashions on the Field Competition presented by Brisbane Racing Club and supported by Sirromet.

A fashion highlight at the Ekka, this elegant competition sees the state's most fashionable men and women take centre stage at the XXXX Stockmen's Bar & Grill.

With a strong nod to raceday fashion, it's a celebration of personal style, attention to detail and classic show glamour.

This year's competition features six stylish classes:

Best Dressed Lady (18–40 years)

Best Dressed Lady (40 years and over)

Best Dressed Gentleman (18 years and over)

Best Dressed Junior (15–17 years)

Best Dressed Pair

Best Millinery / Headwear (Unisex)

Competitors are judged on everything from colour and coordination to accessories, millinery, grooming, and overall presentation.