

Monday 13 April 2015

FACES OF NSW FASHION CELEBRATE 20 YEARS OF MERCEDES-BENZ FASHION WEEK AUSTRALIA

The 20th anniversary of Mercedes-Benz Fashion Week Australia (MBFWA) in Sydney was celebrated today with the NSW Minister for Trade, Tourism and Major Events, Stuart Ayres, announcing the *Faces of NSW Fashion*.

Minister Ayres said, “As Australia’s fashion capital and the hub of the nation’s creative services industry, Sydney is the undisputed home of Fashion Week, with the event shining a spotlight on Sydney and celebrating our city’s style for a remarkable 20 years.”

“To celebrate, we have assembled NSW’s most iconic and influential fashion industry movers and shakers as the *Faces of NSW Fashion*. These celebrated individuals showcase this dynamic creative industry and demonstrate why Sydney is the place to visit for incredible fashion, as well as iconic beaches, gorgeous harbour and amazing food,” Mr Ayres said.

The *Faces of NSW Fashion* include:

Designers:

- Collette Dinnigan
- Carla Zampatti
- Jayson Brunsdon
- Alexandra and Genevieve Smart, Ginger & Smart
- Johnny Schembri, By Johnny
- Jan Logan, Jan Logan jewellery

Fashion Influencers:

- Bambi Northwood Blyth, model
- Pip Edwards, Design Director, General Pants Group
- Rachael Finch, Presenter and Model
- Margaret Zhang, Digital Influencer, Creative Director and Photographer
- Gabriele Hackworthy, Fashion Director of Porter, Editorial Fashion Director of Net-A-Porter and Sydney ex-pat
- Justin O’Shea, Buying Director of MyTheresa.com

Industry leaders:

- Eva Galambos, Parlour X
- Max May, celebrity hair and make-up artist
- Richard Kavanagh, Redken Hair Director.

The *Faces of NSW Fashion* came together at a media event this morning to mark the special occasion with a photo shoot and reflect on the significant achievements of the industry.

“It’s great to celebrate the 20th anniversary of MBFWA in Sydney and be named as a *Face of NSW Fashion* to mark this incredible milestone. I started my career in fashion in Sydney in 1990 and have worked with many of the other Faces of NSW Fashion along the way. I am thrilled to stand alongside them today,” said Collette Dinnigan, Australian fashion icon.

Destination NSW CEO, Sandra Chipchase welcomed the world’s fashion industry to Sydney for MBFWA, including influencers hosted by Destination NSW such as fashion blogger Leaf Greener and Tencent, China’s largest and most visited internet service portal; Miroslava Duma, Founder of Buro 24/7 and global fashion influencer; and Jake David, Co-Founder of The Coveteur, a leading global fashion blog.

“Mercedes-Benz Fashion Week Australia is the nation’s premier fashion industry and lifestyle event, bringing the world’s most influential buyers and media from Australia and overseas here to Sydney from 12-16 April. Consumers can then have their very own Fashion Week experience at Mercedes-Benz Fashion Weekend Edition on 17-19 April, and experience the best of Sydney whilst they’re in town.

“I congratulate IMG on celebrating 20 years of MBFWA in Sydney, and also the fantastic Faces of NSW Fashion who will tell the world why Sydney is the place to visit for fashion, food and fun.”

Mercedes-Benz Fashion Week Australia (MBFWA) 2015 is supported by the NSW Government through Destination NSW and is held from Sunday 12 April to Thursday 16 April at Carriageworks in Eveleigh.

-Ends-

When Net-A-Porter's Gabriele Hackworthy is in town from the US, she always makes time to visit her Sydney Hit List including:

Food:

- **Breakfast:** Bills, a city breakfast classic
- **Brunch:** The Boathouse, Palm Beach
- **Beverages:** Bird & Bear, Elizabeth Bay for Coffee, the Watson's Bay Hotel for a grapefruit margarita, and Icebergs Bondi for sunset cocktails

Fashion:

- **Hair:** Valonz Hairdressers in Paddington
- **Homewares:** Les Interieurs, Paddington
- **Jewellery:** Dinosaur Designs, Paddington
- **Clothes:** Zimmerman, Seed for Kids, and anywhere generally on Glenmore Road in Paddington and Bondi's Sunday markets

Fitness:

- Bondi to Bronte – this has to be one of the most beautiful running routes in the world

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