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MEDIA RELEASE

For Immediate Release

ITALIAN STYLE AT MBFWA WITH PERONI AND ANTONIO BERARDI

Peroni Nastro Azzuro's global ambassador and renowned fashion designer Antonio Berardi will bring his signature Italian style to the front row at Mercedes-Benz Fashion Week Australia (MBFWA) as the special guest of the event's official beer sponsor, Peroni.

Marking his third visit to Australia with Peroni, Antonio will travel with his Creative Director Sophia Neophitou, also the Editor-in-Chief of 10 Magazine. Peroni and Antonio will host an exclusive private dinner party on Thursday 10th April to celebrate the culmination of MBFWA.

Of Sicilian heritage, the British designer's popularity and the demand for his timeless creations is at an all-time high. The Antonio Berardi Autumn/Winter 2014 collection was unveiled earlier this month at London Fashion Week, with the likes of Olivia Palermo, Noomi Rapace and Amber Le Bon seated in the front row. His dresses have long been a favourite on the red carpet, worn by many of Hollywood's A-List including Gwyneth Paltrow, Cate Blanchett, Kate Beckinsale, Amy Adams, Diane Kruger, Emma Watson and Olivia Wilde.

'Antonio embodies the effortless style and Italian flair that is synonymous with the Peroni brand,' said Richard Oppy, General Manager for Peroni. 'We couldn't be more excited that Antonio will be joining us to help celebrate our sponsorship of this year's MBFWA.'

For all media enquiries

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