



Photo montage

research

support the charity. "We're very fortunate in that we get about an 80 per cent return rate of guests who come back year after year because they love what they see.

"It's also a great opportunity to see designers' spring-summer ranges well before they hit the stores."

Initially, STYLEAID began by showcasing commercial Eastern States fashion by the likes of Trent Nathan, Simona and Esprit.

It gradually moved on to showcasing top notch Eastern States designers like Akira Isogawa, Collette Dinnigan and Nicola Finetti.

Nine years ago, it was agreed that the local fashion industry was strong enough to provide all the fashion for the show.

"The line-up represented in this

photograph just shows you the amazing strength and diversity of WA fashion," Reid said.

"We are basically saying, we don't need to be hanging an event on other designers from around the country.

"We really do have some of the best design talent in Australia right here."

Last year, STYLEAID raised about \$100,000 for HIV AIDS research. Reid estimated that in total, close to \$700,000 had been raised since the event's inception.

"Last year, given the economic climate, we weren't really sure how things would go, but tickets completely sold out," he said.

"We're always looking to raise more, though."

STYLEAID is held on July 30. Tickets go on sale next month.

THE DESIGNERS (FROM LEFT TO RIGHT)

- | | | |
|---|---|--|
| 1 Model wearing <i>Timothy Godbold</i> | 11 Model wearing <i>Daniella Caputi</i> | 21 Andrea Wolf |
| 2 Timothy Godbold | 12 Daniella Caputi | 22 Model wearing <i>Andrea Wolf</i> |
| 3 Male model wearing <i>Arj Selvam</i> | 13 Model wearing <i>Koocy Swimwear</i> (designer <i>Nikki Silverthorne</i> not present) | 23 Model wearing <i>Lonely 8-Bit Hero</i> |
| 4 Arj Selvam | 14 Fenella Peacock, <i>Antipodium</i> | 24 Zoe Trotman, <i>Lonely 8-Bit Hero</i> |
| 5 Model wearing <i>Flannel</i> (designer <i>Kristy Lawrence</i> not present) | 15 Model wearing <i>Antipodium</i> | 25 Isobel Macaulay, <i>Pinch and Spoon</i> |
| 6 Daniel Romanin, <i>One Fell Swoop</i> | 16 Model wearing <i>The Butcher and the Crow</i> | 26 Model wearing <i>Pinch and Spoon</i> |
| 7 Model wearing <i>One Fell Swoop</i> | 17 Elisha Quintal, <i>The Butcher and the Crow</i> | 27 Garth Cook |
| 8 Model wearing <i>S2</i> | 18 Tane Andrews, <i>Of Cabbages and Kings</i> | 28 Model wearing <i>Garth Cook</i> |
| 9 Chrissie Catling, <i>S2</i> | 19 Model wearing <i>Of Cabbages and Kings</i> | 29 Model wearing <i>Ae'lkemi</i> |
| 10 Model wearing <i>United Constructions</i> (designers <i>Helen Mirauda</i> and <i>Jill Crabb</i> not present) | 20 Kira Goodey, <i>Of Cabbages and Kings</i> | 30 Alvin Fernandez, <i>Ae'lkemi</i> |
| | | 31 Model wearing <i>Aurelio Costarella</i> |
| | | 32 Aurelio Costarella |