

Perth fashion takes bite of Big Apple



Sophie Ward
New York

SUPERMODEL Nicole Trunfio is the face of this year's Perth Fashion Festival, but it was her adopted home – New York – that featured in the official campaign shoot this week.

A PFF team jetted in to the Big Apple with garments by 29 WA designers to be shot by New York-based WA photographer Russell James, the festival's international ambassador.

Trunfio said she was thrilled to be fronting the 2011 campaign for the festival that launched her career.

"The Perth Fashion Festival is where I started, so it's good to go back and support something that has basically created my whole life," said the Bunbury beauty, who is now one of the world's top models.

"There may be some other girl out there who is found through the Perth Fashion Festival, and I'd love to be part of someone else's success."

Labels used for the shoot included Costarella, Ellery, Flannel, Story by Tang, S2, Paper Skye, Little Grace and Poppy Lissiman.

"This shoot is the perfect lead-in to what's shaping up to be our most exciting festival yet," said PFF director Mariella Harvey-Hanrahan.

"We want to deliver a campaign that demonstrates the sophisticated, edgy fashion talent we have in WA and promote it to an international market."

The shoot, styled by Perth's Teagan Sewell, took place on the streets of New York and in James's studio overlooking the Hudson River.

The WA glamour girl was the go-to model for David

Picture: Russell James

Jones when Miranda Kerr went on maternity leave, and has fronted campaigns for Karl Lagerfeld, Dolce & Gabbana and Sonia Rykiel.

But she's not just a pretty face. Like her fellow WA expat Gemma Ward, she caught the acting bug and studied at New York's prestigious Stella Adler Studio.

Her movie debut was in Rai Fazio's *Two Fists, One Heart* and she had a racy topless cameo in Sofia Coppola's movie *Somewhere*, a tribute to Hollywood's celebrity hotel Chateau Marmont.

She was also mentor for models in the second season of the US version of *Make Me A Supermodel*.