

# WA fashion's Asian infusion

**W**A fashion is making its mark in Asia. Perth Fashion Festival director **Mariella Harvey-**

**Hanrahan** along with renowned Perth photographer **Russell James** took the Singapore Audi Fashion Festival by storm last month.

Mixing with the likes of the senior fashion writer for Britain's Sunday Times, **Colin McDowell**, talent scouts from Milan, buyers from Saks Fifth Avenue and the team from Elle Hong Kong during the week-long gala event, the glamorous pair represented local fashion in style.

James, who is the PFF international ambassador, auctioned off a series of images he shot in his adopted home of New York with proceeds going to the victims of the recent tsunami in Japan.

Meanwhile, Harvey-Hanrahan carefully selected WA-designed pieces to wear at each event to fly the flag for the local industry.

Glammed up in an S2 dress complemented with a Flannel vest, the local fashion princess' threads impressed so much at **Margherita Missoni's** show, that organisers of the festival immediately flew S2 creator and



**FASHION AMBASSADORS** Mariella Harvey-Hanrahan and Russell James.

head designer **Chrissie Catling** to Singapore to attend Blueprint, a key trade event at the festival.

"It was an incredible experience," Catling, who attended as a buyer for her **North Perth** store which stocks a range of brands including her own, tells *Access All Areas*.

"I think I was just about the only Australian there."

The retailer, who will be involved in PFF this year and sold her **Mosman Park** store in April

so she would have more time to work on her styling ambitions, picked up two labels from Jakarta — one which she says is to Indonesia what **Aurelio Costarella** is to WA.

With a \$370 billion fashion economy in Singapore, Harvey-Hanrahan says there is a significant opportunity for the WA fashion industry to own a stake and create a fashionable relationship with our international neighbours. **t**

**HOLLY RICHARDS**