

**Media Release
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LEONA EDMISTON TO ATTEND MYER FASHION LUNCHEON

One of Australia's leading fashion designers, Leona Edmiston is set to fly to Brisbane to attend Brisbane's highly anticipated Myer Fashion Luncheon on Wednesday 24th August. A new addition to the Mercedes-Benz Fashion Festival – Brisbane, The Myer Fashion Luncheon is one of the hottest tickets in town during the week long festival and is expected to sell out fast to Brisbane's most discerning fashion lovers.

Fashion Festival Director, Lindsay Bennett, says it will be a pleasure to have one of Australia's most stylish designers attend the Myer luncheon. "Leona exudes classic femininity, effortless style and sexy sophistication, all of which have led her to become one of Australia's favourite designers and we are excited to have her attend and be a part of our program."

The Myer Luncheon will be held at **Victoria Park Golf Club** on **Wednesday 24th August** with tickets priced at just \$95. Combining breathtaking views of Brisbane's skyline, first class catering and contemporary elegance, guests will enjoy a gourmet 2 course luncheon while viewing Myer's stunning spring summer 11/12 collection.

Myer Group General Manager, Megan Foster, says "we are excited to be hosting the inaugural Myer Fashion Luncheon as part of our partnership with the 2011 Mercedes-Benz Fashion Festival. It will be an event not to be missed. The Myer Fashion Luncheon will offer guests a great opportunity to gain insight into the latest fashion trends for the Spring/Summer season and will feature our stellar cast of Australian designers including Leona Edmiston, Aurelio Costarella, sass & bide, Jayson Brunsdon and Hugo Boss".

"As Australia's leading fashion retailer Myer is proud of the partnerships we have developed with key Australian fashion festivals and we are delighted to be supporting the Mercedes Benz Fashion Festival again in Brisbane in 2011," said Megan Foster.

This glamorous luncheon is just one of many events making Mercedes-Benz Fashion Festival Brisbane a week to remember.

Tickets to this prestige event are sure to sell-out quickly so call QTIX on 136 246 or visit www.qtix.com.au now to reserve your place!

Further information on Mercedes-Benz Fashion Festival – Brisbane can be found at www.mbff.com.au

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