

For Immediate Distribution
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The Show Must Go On!

Following the success of the 2010 Mercedes-Benz Fashion Festival - Brisbane, South Bank will once again host Queensland's most prestigious fashion event and the superb designer line-up from **Saturday 20 - Friday 26 August 2011**.

Despite the challenges of recent disasters throughout much of Queensland, it is imperative that now more than ever Brisbane supports the local fashion and design industry.

Mercedes-Benz Fashion Festival - Brisbane, hosted by South Bank has answered the call to again deliver a world-class event celebrating the very best fashion glamour, creativity and accessibility on offer and to once again showcase Queensland's spectacular and diverse fashion market.

"While the flood waters may have receded, the effects of these devastating natural disasters will continue to be felt by the local fashion design and retail industry for many months to come. We are committed to working to drive interest and sales for this great city", said Festival Director, Lindsay Bennett.

"In what can only be described as a challenging few months for the entire State, we need to promote the best that Queensland has to offer to the rest of the country. The Mercedes-Benz Fashion Festival is a serious business and generates wide exposure for the city and the designers and retailers involved".

South Bank Corporation CEO, Malcolm Snow is once again proud to welcome the fashion festival back to the Parklands, South Bank; located at the epicentre of Brisbane's arts and cultural precinct.

"South Bank Corporation is delighted to welcome the Mercedes-Benz Fashion Festival back to our precinct for the second year. Hosting this event 'post-flood' is an undeniable statement that Brisbane is back in business. The MBFF hosted by South Bank is a potent symbol to locals as well as interstate and internationally that our resilient local economy, local businesses, retailers and popular places like South Bank thriving again."

In 2010, the Festival generated reported retail sales in excess of \$4.35 million and this year it's hoped to again achieve similar results.

Showcasing an eclectic mix of the best Spring/Summer fashion collections by more than 60 top local, national and international designers and retailers in Queensland, the Festival will feature broad-appeal fashion merchandise through to independent ready-to-wear designer labels available in-store and ready for customers to buy.

This year guests can expect to see nine Group Shows comprising of a superb opening event, an off-site swimwear/resort show, a series of fashionable high teas, an Australian Fashion Graduate of the Year competition, a 'fashion after hours' discussion program and a closing gala event – providing the public with a broad selection of accessible fashion events to choose from and attend.

Festival organisers applaud all sponsors whose continued commitment bucks the economic trends and the latest disasters throughout Queensland and demonstrates a belief in the vibrancy and strength of the Queensland fashion design and retail industry.

“Their support and interest in this Festival, along with the others that will be secured over the coming weeks, enables us to stage an event which costs in excess of \$850,000 to produce,” said Mr Bennett.

“We are thrilled to announce that other sponsors already confirmed for 2011 include Channel Ten and 97.3FM, all of whom have been with the Festival since its inception”.

Along with these, the Festival welcomes back for another year celebrity makeup artist Napoleon Perdis, who's creative team will be heading up all makeup for the event, and Schwarzkopf Professional for all hair during the event.

Continuing the tradition of giving back to the community, the Mercedes-Benz Fashion Festival – Brisbane, hosted by South Bank is also proud to announce that in 2011 we will donate \$1 from every ticket sold to the AEIOU Foundation – for children with autism. The AEIOU Foundation is a not for profit organisation dedicated to providing a professional, full-time early intervention program of the highest quality for children aged 2 ½ to 6 who have been diagnosed with Autism Spectrum Disorders (ASD).

While the Festival activities herald a schedule of runway collection shows, guests can also expect to explore Brisbane's top fashion talent while partying with our VIP guests and rubbing shoulders with celebrities and leading fashion editors in our front rows.

Mark Saturday 20 August through until Friday 26 August 2011 in your calendar now and book your tickets at www.qtix.com.au from May 20 for shows and events located at the magnificent purpose-built marquee situated in the Cultural Forecourt, South Bank and beyond.

The call for designers to participate in this year's Festival is now being sought and the deadline for applications close on Monday 2 May 2011.

The line-up of designers will be announced on Thursday 19 May at which point tickets will go on sale the day after through QTIX outlets or phone 136 246.

For more details see www.mbff.com.au

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CAPTION: Model, Claire Ralston, wears Paul Hunt designed draped one shoulder, capri blue silk satin cocktail gown with tri-colour bright silk satin banding \$780

Accessories from McKinney's Jewellers featuring 18ct white gold, Aquamarine and Diamond bracelet. 18ct white gold, Aquamarine and Diamond cocktail ring featuring a multi-faceted square aquamarine with diamond set shoulders and 18ct white gold, Aquamarine and Diamond three stone dress ring. Pair of 18ct white gold, spring design Diamond bangles and Pair of 18ct white gold Diamond link design earrings.

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