

australian academy of design media release

13 October, 2011

Fashion Capitals of the World Runway & Exhibition

Runway : Friday 23 March, 6pm-8pm

Exhibition: Monday 26 March – Friday 5 April, 2012

Following the highly successful exhibition *The Complete History of Lust* conducted as part of the L'Oreal Melbourne Fashion Festival Cultural Program in 2011, the Australian Academy of Design has invited its European exchange partners in the fashion capitals of London, Milan, Paris and Barcelona to join Academy students and participate in the **Fashion Capitals of the World Runway and Exhibition** as part of the LMFF Cultural Program for 2012.

Traditionally, there are four main fashion capitals known as the "big four", consisting of New York City, London, Milan and Paris. Nonetheless, the "big four" is often extended to include other cities, such as Tokyo or Rome and more recently Barcelona and Hong Kong.

This exhibition is intended to raise awareness of the Academy's European partner institutions and to associate Melbourne with the fashion capitals. Students from leading fashion design schools in London, Milan, Paris and Barcelona have been invited to participate by designing, constructing and exhibiting up to six outfits which characterise the 'look' of their fashion city.

The Academy is inviting Australian and international partners who can benefit by transporting the final fashion outfits to Melbourne to be part of this unique international project.

A website www.fashioncapital.org.au will provide updates on the project.



Gwendolynne

The runway show will be opened by multi-award winning Melbourne fashion designer, Gwendolynne Burkin, on Friday 23 March, 2012.



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The Australian Academy of Design is a not-for-profit, degree-awarding institution specialising in art and design education. Key objectives of the Academy are to develop creative, innovative industry leaders responsive to community and environmental concerns, with a commitment to, and appreciation of, design effectiveness. The Academy's accredited Bachelor of Design Arts course enables students to undertake major studies in advertising, fashion design, graphic design, photo media and visual arts. International exchanges are also available.

For upcoming events at the Australian Academy of Design visit the website www.designacademy.edu.au or to join the mailing list contact marketing@designacademy.edu.au or phone 03 9676 9000.