

australian academy of design

press release

January 2012

Fashion Capitals of the World – A Cultural Collaboration

Media Launch and Preview

Friday 16 March from 6pm – 8pm, Melbourne Central,
(level 1 walkway)

Runway Event

Friday 23 March from 7pm – 9.30pm, Melbourne Central,
level 2 Designer Precinct, (level 2 walkway)

Exhibition of Garments

Monday 26 March – Thursday 5 April, Australian Academy of
Design, 220 Ingles Street, Port Melbourne

The Australian Academy of Design is pleased to announce the inclusion of its
“Fashion Capitals of the World” (FCW) event in the 2012 L’Oreal Melbourne
Fashion Festival Cultural Program.

The FCW project is a cultural collaboration between new and emerging
student and recent graduate designers from key European leaders in design
education from London, Milan, Paris and Barcelona along with the premier
students from the Australian Academy of Design.

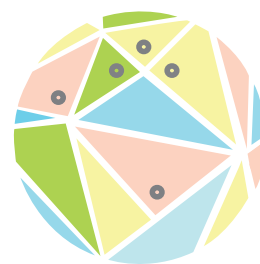
Participating design institutions include:

- Australian Academy of Design, Melbourne, Australia
- BAU, Escola Superior de Disseny, Barcelona, Spain
- London College of Fashion, London, UK
- Istituto Europeo di Design, Milan, Italy
- Politecnico di Milano, Milan, Italy
- Paris American Academy, Paris, France

Each of the participating institutions have been invited to submit 6 designs, ranging from
daywear to avant-garde creations which characterise the ‘look’ of their fashion city. Each
look will be informed by the designer’s unique interpretation of “my city” (Barcelona,
London, Milan, Paris or Melbourne) as inspiration. The exhibition will both showcase and



Designed by Joseph Jang, photo by Lin Campbell – Australian Academy of Design



FASHION CAPITALS OF THE WORLD

BARCELONA • LONDON • MELBOURNE • MILAN • PARIS
PO BOX 5200, SOUTH MELBOURNE VICTORIA 3205
fashioncapitals@designacademy.edu.au
+61 (0) 3 9676 9000



Designed by Marco Russo – Istituto Europeo di Design, Milan, Italy

celebrate the cultural differences, trends and drivers of new generation fashion, brought together by the underlying principles of what makes good design. The pedigree of the participating designers is impressive; from one recent graduate who is currently working for the internationally renowned fashion house Prada, with others currently studying with teachers drawn from the highly prestigious Nina Ricci and Yves St Laurent fashion houses.

The format for the display of the garments will be an opening night runway event on Friday 23 March, to be officially opened by acclaimed Melbourne fashion designer, Gwendolynne Burkin.

The event is proudly supported by both the Consul General of Italy and the Consul General of Spain, both of which are acting as official event patrons. The runway and exhibition will be further enhanced by an international fashion photographic exhibition which will form an impressive backdrop to further define this as a truly cosmopolitan fashion offering.

The Academy is inviting Australian and international partners interested in sponsoring the event to contact Tara strong at tas@aad.edu.au or Joanne Brodie at jeb@aad.edu.au. A website www.fashioncapitals.org.au will provide updates on the project.



australian academy of design 

220 Inghes St, Port Melbourne

www.designacademy.edu.au

03 9676 9000

CRICOS No. 02201G

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.