



ROYAL QUEENSLAND SHOW

MEDIA RELEASE

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Fresh new fashion and dancers to entertain in Ekka parades

Staying true to the Ekka's tradition of championing local talent, the Royal Queensland Show's Natural Fibres Fashion Parades presented by Channel 7 has assembled a fresh line-up of 14 Queensland designers - 12 which are new to the Show.

Queensland's longest running fashion parade program – 31 years and counting - will for the first time feature a combination of dancers and models in a choreographed presentation of natural fibres fashion from across the state.

This year's program will showcase the journey from fibre to fashion in a stunning Enchanted Garden-themed runway, featuring 14 established and emerging Queensland designers plus a selection of student designs.

In the 27 shows across the nine days of Ekka (10-18 August), audiences will be educated on the natural materials used to create the final garments, which include cotton, wool, silk, bamboo, hemp and linen. Categories this year include daywear, occasion wear, formal/bridalwear, menswear and student design.

Natural Fibres Fashion Parades producer Laura Churchill said the Natural Fibres Fashion Parades were all about celebrating the best of Queensland fashion.

"The Natural Fibres Fashion Parades are such a great opportunity to work with a broad cross-section of Queensland designers and it is exciting to be welcoming 12 new labels to the Ekka runway this year," said Ms Churchill.

"In the mix are several designers from regional Queensland, further strengthening the ties between the state's agricultural and fashion industries. They hail from Greenvale north-west of Townsville, Goondiwindi, Noosa and the Gold Coast."

Queensland designers featuring in this year's Natural Fibres Fashion Parades include By Sisterly (new to Ekka); Sorority (new to Ekka); Lamington Avenue (new to Ekka); Trade Mutt (new to Ekka); Analia (new to Ekka); Silk Laundry (new to Ekka); Hiiland (new to Ekka); Cienti (new to Ekka); House of Aya (new to Ekka); Pink Pineapple (new to Ekka); Sacha Drake; Zijde (new to Ekka); Mannzilo (new to Ekka) and Darb Bridal Couture. Students from Billy Blue College of Design at Torrens University; TAFE Qld and QUT have also been invited to showcase their work.

AUGUST 10-18 2024

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The parades pay homage to Queensland-grown fibres in this year's dreamy, nature-based Enchanted Garden theme said Ms Churchill.

“Through spectacular staging and choreography, the 2024 Ekka Parades will see models emerge from two trees to walk the runway. This year for the first time we also have some dancers modelling, adding a graceful performance element to the parades.

“The Ekka fashion parades are enduring as they have such broad appeal – for many people it's their only fashion experience for the year and for models it's a very special opportunity to engage with crowds.”

The Natural Fibres Fashion Parades will be staged on the Main Stage in the Channel 7 Pavilion on Upper Level, Royal International Convention Centre at 11.30am, 12.30pm and 1.30pm daily.

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