

Media Release

22 February 2012

One-off metallic creations in the name of charity

Design boutique HATCH is pleased to present "Heavy Metal", an exclusive invite-only event which will feature the metallic-inspired creations of eight up and coming WA fashion designers.

Held in Wolfe Lane, the fashion event will be a display of the talent and technique of the designers Tindale, Zhivago, The Butcher & The Crow, Bernice Sara. Martini + Coz, Raspberry + Pop, Sewellery, Lavish Accessories and Cantini Designs.

The event is also the launch of Vita Liberata Sunless Tanning Range, which is Britain's premium A-list tanning product and stocked by leading department store Selfridges.

Following Heavy Metal, the metallic designs will be on display for two weeks at Hatch in Carillon City, giving fashionistas the chance to try on the creations and place their bid via silent auction. Part proceeds from the auction will be donated to the designers' charity of choice. The charities include Alzheimers WA, Oxfam, Make a Wish Foundation, Breast Cancer Council and Red Kite.

Since opening in December 2011, HATCH has steadily gained a strong following with the Perth fashion community. With a focus on providing the public access to emerging and established creatives predominantly from Western Australia, the store is centrally located at Carillon City.

HATCH is a collaborative project between Perth Fashion Festival and property group Hawaiian, which owns Carillon City.

Perth Fashion Festival Director Mariella Harvey Hanrahan said given the popularity of metallic this winter, she was thrilled to introduce the 'Heavy Metal' initiative.

"Heavy Metal acknowledges the importance of the fashion industry giving back to worthy causes, such as the charities close to the hearts of the eight designers," Ms Harvey Hanrahan said.

"What better way to do so than with a spectacular fashion event? Giving back is the new black! "

Heavy Metal
Thursday 1 March, 6pm to 8pm
Wolfe Lane

Featuring the designs of Tindale, Zhivago, The Butcher & The Crow, Bernice Sara. Martini + Coz, Raspberry + Pop, Sewellery, Lavish Accessories and Cantini Designs

Ends

For further information:

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