

Media Release

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Finalists announced for The Carton residency

Six talented emerging fashion designers are nervously awaiting the Western Australian Fashion Awards on 16 February, when it will be announced whether they have won a place in Perth Fashion Festival's incubator space "The Carton" at Carillon City.

The Carton is a fully equipped fashion incubator, where, over the next six months, three students will design their runway collections which will debut at the 2012 Perth Fashion Festival.

In addition to the Carillon City shop space, the young designers will have access to sewing machines, work stations, mannequins, dress dummies and support from fashion industry professionals.

One of last year's winners, Jeromy Lim, recently launched his own label "Jeremy Lim" which consists of men's ready to wear garments. The Autumn/Winter collection will soon be stocked at HATCH and Method Clothing and the women's spring / summer range will be launched at the end of the year.

The six students who are hot contenders for the residency are Jessica Hogg, Nicole Marrington, Veronica Parish, Rachel Motteram, Gemma McCarthy and Samuel Donaldson.

This year is the third time Perth Fashion Festival has collaborated with Hawaiian, joint owner of Carillon City, to support The Carton and in turn, talented fashion students with their unfolding careers.

Perth Fashion Festival Director Mariella Harvey Hanrahan said, "providing a platform for up and-coming WA designers is an area in which we aspire to excel. Now in its third year, The Carton has lived up to our expectation and we have seen emerging talent grow and prosper.

"In 2012 the program will focus on delivering a wealth of industry knowledge to the three young designers. This will ensure they have every opportunity to realise their full potential in the extremely competitive fashion industry and best prepare them for future success."

Hawaiian CEO Russell Gibbs said he was pleased to once again offer three talented designers the chance to develop their craft in a dedicated space at Carillon City.

"Hawaiian is committed to supporting the arts and nurturing the talent of young people in WA. We have already witnessed the achievements of the previous two years' winners who have gone on to enjoy successful careers."

The Carton will be located on the Hay Street level at Carillon City, near Secrets Shhh. The students will commence their residency from Monday 20 February.

The finalists:

Jessica Hogg, Victoria Park, Polytechnic

Nicole Marrington, Maylands, Western Australian Academy of Performing Arts

Veronica Parish, East Fremantle, Challenger TAFE

Rachel Motteram, Trigg, Polytechnic

Gemma McCarthy
Inglewood, Polytechnic West

Samuel Donaldson, Wellard, Polytechnic

Prize Details

As part of their prize, the three winners of The Carton residency will receive:

- A six month residency in The Carton at Carillon City, which includes a fully equipped studio design space
- Return flights to Melbourne to attend Loreal Melbourne Fashion Festival, courtesy of STM
- Tickets to Loreal Melbourne Fashion Festival Graduate Showcase 2012
- An Elna 5300 sewing machine and \$500 Spotlight Voucher, courtesy of Spotlight
- Participation in a mentor program with fashion industry professionals in the areas of design, marketing, public relations, events, sales and business development

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