



10 July 2009

**JAYSON BRUNSDON TO CELEBRATE THE OPENING OF  
2009 ROSEMOUNT SYDNEY FASHION FESTIVAL  
WITH A GALA CHARITY EVENING IN PARTNERSHIP WITH MARIE CLAIRE  
TO RAISE FUNDS FOR UNICEF**

**Sydney** - As a glamorous prelude to the first day of Rosemount Sydney Fashion Festival (RSFF) shows, Jayson Brunsdon and IMG Fashion will celebrate by staging an official gala opening event with marie claire, Australia's number one fashion magazine, hosting red carpet arrivals in the RSFF marquee at Martin Place.

The Rosemount Sydney Fashion Festival Official Opening Gala Event is scheduled to take place on the evening of Monday 17 August. Funds raised by the event will be donated to UNICEF Australia to support children orphaned by AIDS. Several high profile celebrity ambassadors are expected to attend and take their front row seats to show their support to this worthy cause. Leading models walk the runway in the latest Jayson Brunsdon creations for his Spring Summer collection just as it hits the shop floor.

The public are invited to attend with tickets on sale via [www.ticketek.com.au](http://www.ticketek.com.au) from Tuesday 14 July 2009.

This gala evening will kick start the event's official schedule at which Australia's biggest fashion designers, red carpet celebrities and most fashionable retailers will present a style spectacular of scheduled and satellite events for the public from 17 - 22 August 2009.

Ticket holders will have the opportunity to walk the red carpet, soak up the atmosphere and watch the show in the company of an A-list crowd including designer Jayson Brunsdon.

This gala event is a fitting prelude to the Rosemount Sydney Fashion Festival (RSFF) which officially kicks off from 17 – 22 August 2009. The event aims to encourage the public to head direct from the catwalk into stores to purchase the latest product straight from the runway, with retail incentive offers and special VIP deals for ticket holders. A specially erected, state-of-the-art marquee complete with lights, cameras and plenty of action, will be proudly positioned in the heart of the city at Martin Place. At the same time a full fringe festival of events, taking in the CBD, Paddington and surrounds, will also form part of the official schedule.

Sold out crowds were thrilled by all the catwalk action of last year when the public was invited to become the ultimate fashion critic, soak up the atmosphere and get the trends direct from the 'Rosemount Runway' marquee. Designers and retailers on show at this year's Rosemount Sydney Fashion Festival will include leading brands such as; Anna & Boy, Aurelio Costarella, Bec & Bridge, Camilla & Marc, David Lawrence, Fernando Frisoni, Gail Sorronda, Gary Bigeni, Ginger and Smart, Jayson Brunsdon, Karla Spetic, Kate Sylvester, Kirrily Johnston, Konstantina Mittas, Lisa Ho, Magdalena Velevska, Manning Cartell, Marnie Skillings, Michael Lo Sordo, MYER, Nicola Finetti, Romance Was Born, Sara Phillips, Seafolly, Therese Rawsthorne, Wayne Cooper, and Zambesi - to name just a few!

Designers, celebrities and more are expected to walk the red carpet and take up front row positions amongst the sell-out crowds who gather in the tent to be a part of it all.

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Open for the public and brought to you by the same professional team that produces the world-renowned industry event, Rosemount Australian Fashion Week, tickets to the festival will go on sale on 14 July 2009 and be available through Ticketek outlets nationwide and online. More details available at [www.rsff.com.au](http://www.rsff.com.au)

Daniel Hill, General Manager, IMG Fashion Australia said, "Rosemount Australian Fashion Week has been at the pinnacle of the Australian fashion industry for more than a decade now, and has enjoyed its reputation as the leading fashion trade event in the Asia Pacific, at the forefront in promoting a creative and sophisticated image of Australia and its fashion. We have now successfully taken that fashion industry experience and expertise direct to the domestic consumer, right here in the heart of Sydney. It was such a buzz to see the public react so strongly and positively to the event, especially in its inaugural year, and we're thrilled to be back and looking forward to growing and developing the event in year two and into the future."

The NSW Government, through Events New South Wales, and with IMG Fashion and Rosemount have partnered to create the Rosemount Sydney Fashion Festival in order to promote the city's fashion, retail and tourism sectors and reinforce Sydney as one of Asia Pacific's major fashion capitals. The general public will be encouraged to buy items and make use of their newly acquired style and trend information through shopping the surrounding boutiques and retail precincts of Sydney's CBD and surrounds.

Ends.

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**About IMG Fashion Asia Pacific**

IMG Fashion, a division of international sports, entertainment and media company IMG, is the global leader in the management and production of fashion weeks and designer fashion events. Its portfolio of events in the Asia-Pacific includes Rosemount Australian Fashion Week and Rosemount Sydney Fashion Festival in Sydney, SWIM FASHION WEEK at Sanctuary Cove on Australia's Gold Coast and MasterCard Luxury Week Hong Kong. Internationally, IMG Fashion produces Mercedes-Benz Fashion Weeks in New York, Miami and Berlin, Fashion Fringe at Covent Garden in London and Lakme Fashion Week in Mumbai. IMG Fashion also represents the international commercial rights for the Camera Nazionale della Moda, Volvo Fashion Week, ENK International, LG Fashion Week Beauty by L'Oreal Paris and the British Fashion Council.

IMG Fashion's The Daily Group publishes The Daily Front Row, the bi-monthly Fashion Mini, The Daily Front Row Extra and [www.fashionweekdaily.com](http://www.fashionweekdaily.com), all content that is also syndicated to newspapers and magazines across the globe.

The division's network also includes IMG Models, the world's number one modeling agency with offices in New York, London, Paris and Milan and Art + Commerce, the world's leading agency for photographers, art directors, stylists and makeup artists.

For more information on IMG and its business visit [www.imgworld.com](http://www.imgworld.com).

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