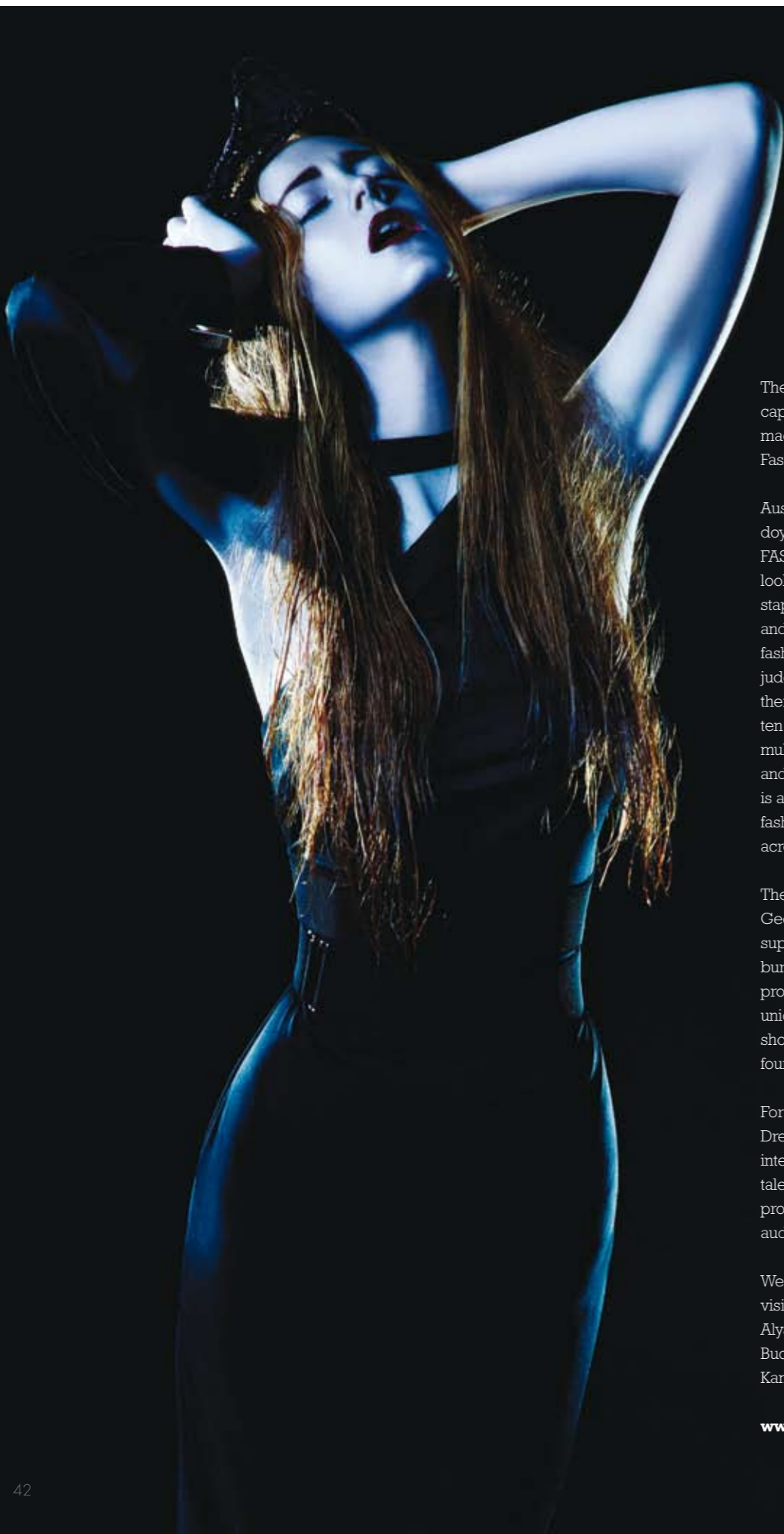


OF THE BLACK DRESS...





The ever elusive 'Spirit Of The Black Dress' has been captured by ten emerging fashion designers who made their visions reality for Melbourne Spring Fashion Week 2009.

Australian designers were chosen by industry doyens Joe Saba, Robert Buckingham and FASHIONTREND Australia editor, Nikita Papas, looking for innovative interpretations of the wardrobe staple. Encompassing a spectrum of fabrics, textures and silhouettes the dresses signal the future of fashion on the super highway. Applicants were judged, not only on aesthetic aspects, but also on their response to sustainability. From the successful ten transpired a strong theme of creating high end multi purpose garments that incorporate up-cycling and reuse of post consumer textiles. This movement is a direct response to the diet of fast disposable fashion fed to shoppers by high street chain stores across the world.

The manequinned dresses were displayed at Georges during MSFW 2009 in a gallery setting, supported by a hypnotic display of images, shot by burgeoning photographer Christian Blanchard and produced by directional stylist Jordan Moore. This unique arena provided viewers a new perspective, showcasing both the garments and the inspirational foundations that ignited their design.

For Tullia Jack, founder of The Spirit Of The Black Dress, the display of creativity and overwhelming interest in the event is indicative of our local design talent and forms a firm platform from which to promote Australian fashion and textiles to a global audience.

We salute the 10 winning designers for their visionary designs: Airdrie Makin & Claire Djuve, Alyana Eau, Andy Tsang, Kristy Barber, Leigh Buchannon, Michelle Czech, Nikolina Kucan, Noelle Kan, Rachael Cassar and Sonya Kraan.

www.thespiritoftheblackdress.com.au



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