

FOR IMMEDIATE RELEASE

IMG ANNOUNCES LINEUP OF CONSUMER EVENTS AND PROGRAMMING FOR AUSTRALIAN FASHION WEEK PRESENTED BY PANDORA

SYDNEY [30 January 2024] – IMG today announced its lineup of consumer events and programming on the official Australian Fashion Week schedule, taking place May 13 – 17 at Carriageworks in Sydney. Tickets will be available at australianfashionweek.com on Monday, 5 February. In partnership with American Express, the Official Payment Partner of Australian Fashion Week, card members can access presale tickets exclusively from Thursday 1 February – Sunday 4 February.

“The 2024 lineup of consumer events offers fashion fans the chance to experience the excitement of the Asia-Pacific’s only international annual fashion event,” said Natalie Xenita, Vice President-Managing Director of IMG Fashion Events and Properties Asia-Pacific. “Our curated program explores the cultural zeitgeist influencing fashion’s most creative talent and features blockbuster runway shows, emerging designer showcases, talks, special events and more.”

Designer runway shows include:

- **Monday 13 May, 8pm:** Carla Zampatti, presented by Porsche. As previously announced, Carla Zampatti will return to Australian Fashion Week to present the label’s Resort ’25 collection. The 2024 Australian Fashion Week show will be the first for Creative Director Karlie Ungar.
- **Tuesday 14 May, 8:30pm:** Acler will celebrate their 10-year anniversary collection.
- **Wednesday 15 May, 8:30pm:** Romance Was Born.
- **Thursday 16 May, 8:30pm:** David Jones Indigenous Fashion Projects Runway in partnership with Darwin Aboriginal Art Fair Foundation. Now in its fourth year, the Indigenous Fashion Projects runway has launched Australia’s First Nations designers onto the international stage.
- **Friday 17 May, 8pm:** Pandora closing show. Presenting partner Pandora will close Australian Fashion Week with a runway show celebrating creativity and innovation featuring established and emerging Australian designers.

IMG’s programming slate features a curated lineup of thought-provoking panel discussions covering the most buzzworthy topics of the season. The Talks, presented by Glenfiddich, will explore topics including:

- **Go West: The Rise of Western Sydney Culture, Tuesday 14 May, 5pm:** Western Sydney has one of the diverse cultural communities in the world, fostering a truly global fashion and arts movement. Join a panel of designers and creatives who are featured in this year’s event – each with a unique view of Western Sydney culture and its impact on Australian culture.
- **Made for Music, Wednesday 15 May, 5pm:** The relationship between music and fashion is one of abundant creativity, and music has a rich history of influencing fashion trends and inspiring designers.
- **First and Forefront: Changemakers 2024, Thursday 16 May, 5pm:** Since its launch in 2021, IMG’s Changemakers has spotlighted individuals shaping the evolution of Australian fashion on a global scale. This panel will feature the 2024 cohort as they discuss Australian fashion’s cultural impact and what they see for the future of Australian fashion.
- **Now and Next: New Directions in Australian Fashion, Friday 17 May, 5pm:** Taking place on the final day of Australian Fashion Week, join a roundtable of international journalists, buyers, and industry professionals as they delve into the key trends of the week, and what’s to come next.

Additional conversations include:

- **Sustainability Symposium, presented by City of Sydney, Monday 14 May 5pm:** Join an energising roundtable discussion featuring key fashion executives as they explore what a circular fashion industry looks like in practice.

Carriageworks, Australian Fashion Week's official event hub, will engage and entertain attendees between shows with food and beverage offerings and bespoke activations. Glenfiddich will indulge guests with unique cocktails and Redken's styling pop-up will offer complimentary styling from their team of professional hair stylists. Carriageworks is open daily from 9am to 10pm.

Australian Fashion Week is an IMG event supported by the New South Wales Government through its tourism and major events agency Destination NSW.

Naysla Edwards, Vice President of Brand, Marketing and Member Experience at American Express said: "We are delighted to be the Official Payment Partner of Australian Fashion Week and provide our Card Members with the first opportunity to secure tickets to one of this year's most sought-after fashion events. We know our customers are passionate about fashion, so we're thrilled to provide them with this exclusive event access, while supporting the retail sector at the start of an important trading year."

In addition to Pandora, Destination NSW and American Express, Australian Fashion Week is made possible through the support of Official Partners ALIVE, BYHEALTH, City of Sydney, David Jones, DHL, eBay, Glenfiddich, Porsche, Redken, S.Pellegrino, Satellite, Shark Beauty, Simply Seated, SKYE Suites, The Volte and Wynns Coonawarra Estate.

The digital destination of Australian Fashion Week is australianfashionweek.com. Followers can also experience the best of Australian Fashion Week by following @ausfashionweek across Instagram and Facebook and @AUSFW on TikTok and Twitter and through the official event hashtag #australianfashionweek.

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ABOUT IMG

IMG is a global sports and culture company. It is a leader in rights management, multi-channel content production and distribution, consultancy and fan engagement; owns, produces and commercially represents hundreds of live events and experiences; and manages licensing programs for the world's best-known brands and trademarks. IMG is a subsidiary of Endeavor, a global sports and entertainment company.

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