

FOR IMMEDIATE RELEASE

**IMG ANNOUNCES PARTNERSHIP WITH FIRST NATIONS FASHION AND DESIGN
FOR AFTERPAY AUSTRALIAN FASHION WEEK 2021**

SYDNEY (1 April, 2021) – IMG today announced its partnership with *First Nations Fashion and Design (FNFD)* to support Indigenous Australian designers and talent as part of *Afterpay Australian Fashion Week (AAFW)*. AAFW will take place 31 May – 4 June 2021, live at Carriageworks, Sydney, and virtually at australianfashionweek.com.

IMG will collaborate with FNFD to host events and programming spotlighting Indigenous Australian designers and talent, bringing conversations of representation and inclusion to the forefront of AAFW. The partnership will support FNFD in various capacities including runway shows, trade showrooms, virtual content and programming, including:

- **Welcome to Country:** On Monday, 31 May at Carriageworks, AAFW will open with a Welcome to Country curated and presented by FNFD. As the opening event on the official AAFW schedule, the Welcome to Country will highlight the significance of the site of Carriageworks to the history and future of Indigenous Australian creativity, solidarity and sovereignty.
- **The Suites:** FNFD will hold a dedicated space in The Suites, AAFW's onsite showrooms, from Monday, 31 May – Wednesday, 2 June. The space will act as a backdrop for featured Indigenous Australian designers to meet with media and buyers.
- **First Nations Fashion and Design Runway:** On Wednesday, 2 June at 9am, FNFD will present a showcase featuring the collections of eight Indigenous Australian fashion designers including Amber Days by Corina Muir, Aarli by Teagan Cowlshaw, Clair Helen, Grace Lillian Lee, Ngarru Miimi by Lillardia Allirra Briggs-Houston, Keema Co. by Nickeema Williams, Nungala Creative by Jessica Johnson and Sown in Time by Lynelle Flinders.
- **First Nations Fashion and Design Talk:** On Thursday, 3 June at 3pm, FNFD founder Grace Lillian Lee will host a panel discussion exploring the continued growth and industry support of Indigenous Australian models and designers, as part of AAFW's ongoing series of culturally enriching conversations, *AAFW: The Talks*.

"IMG is thrilled to announce our partnership with First Nations Fashion and Design. We are committed to playing an active role in the advancement of Indigenous Australian designers and leveraging our resources to amplify their voices in the Australian fashion industry and around the globe," commented Natalie Xenita, Executive Director of IMG's fashion events group, Asia-Pacific region.

"Our country has inspired the Australian fashion and design industry for over 200 years. Our practices and native landscapes have served as a great source of inspiration. Our people and our land continue to contribute to the growth and development of this nation. We aim to rewrite history by reclaiming our narrative of connection to country through fashion and design. Indigenous fashion is the future of the Australian fashion industry, and what an honour to be featured as the first Indigenous runway show at AAFW's 25th Anniversary, amplifying Indigenous voices for the next generation and chapter in AAFW history," commented Grace Lillian Lee, Founder and Director of First Nations Fashion and Design Indigenous Corporation.

AAFW is an IMG event supported by Afterpay and Destination NSW, the NSW Government's tourism and major events agency. In addition to Afterpay and Destination NSW, AAFW is made possible through the support of City of Sydney, DHL, ghd hair, Napoleon Perdis, Hunter Lab, GlamCorner, Hendrick's Gin, Glenfiddich Whisky, San Pellegrino, Tempus Two, Disaronno, Vittoria Coffee and SKYE Suites. The digital home for AAFW is www.australianfashionweek.com and @AusFashionWeek across Instagram and Facebook, and @AUSFW on Twitter, where fans may follow along through the official event hashtags #AUSFW and #AAFW.

###

-more-

-cont'd-

About IMG:

IMG is a global leader in sports, fashion, events and media. The company manages some of the world's greatest athletes and fashion icons; owns and operates hundreds of live events annually; and is a leading independent producer and distributor of sports and entertainment media. IMG also specialises in licensing, sports training and league development. IMG is a subsidiary of Endeavor, a global entertainment, sports and content company.

About FNFD:

FNFD is a national voice representing Aboriginal and Torres Strait Islander members. Creating ongoing access to opportunities, skill development, and industry engagement. Working towards a self-sustaining ecosystem of Aboriginal fashion designers, textile artists, jewellery designers, photographers, models, hair and makeup artists, stylists, curators and fashion industry professionals. FNFD are a 100% Aboriginal and Torres Strait Islander Board of Directors and Executive team. FNFD are a NFP Indigenous Corporation whose core business is in supporting the growth of Indigenous Fashion. FNFD are Indigenous Fashion Industry Experts. FNFD pay equal attention to the cultural and commercial considerations of their members. FNFD are an independent initiative building strong foundations through connections, opportunities and educational pathways, to ensure the preservation of Aboriginal and Torres Strait Island culture through fashion.

Press Contacts:

Nikki Andrews
NAC Media Group
nikki@nacmedia-group.com

Jannon McCabe
IMG
jannon.mccabe@img.com