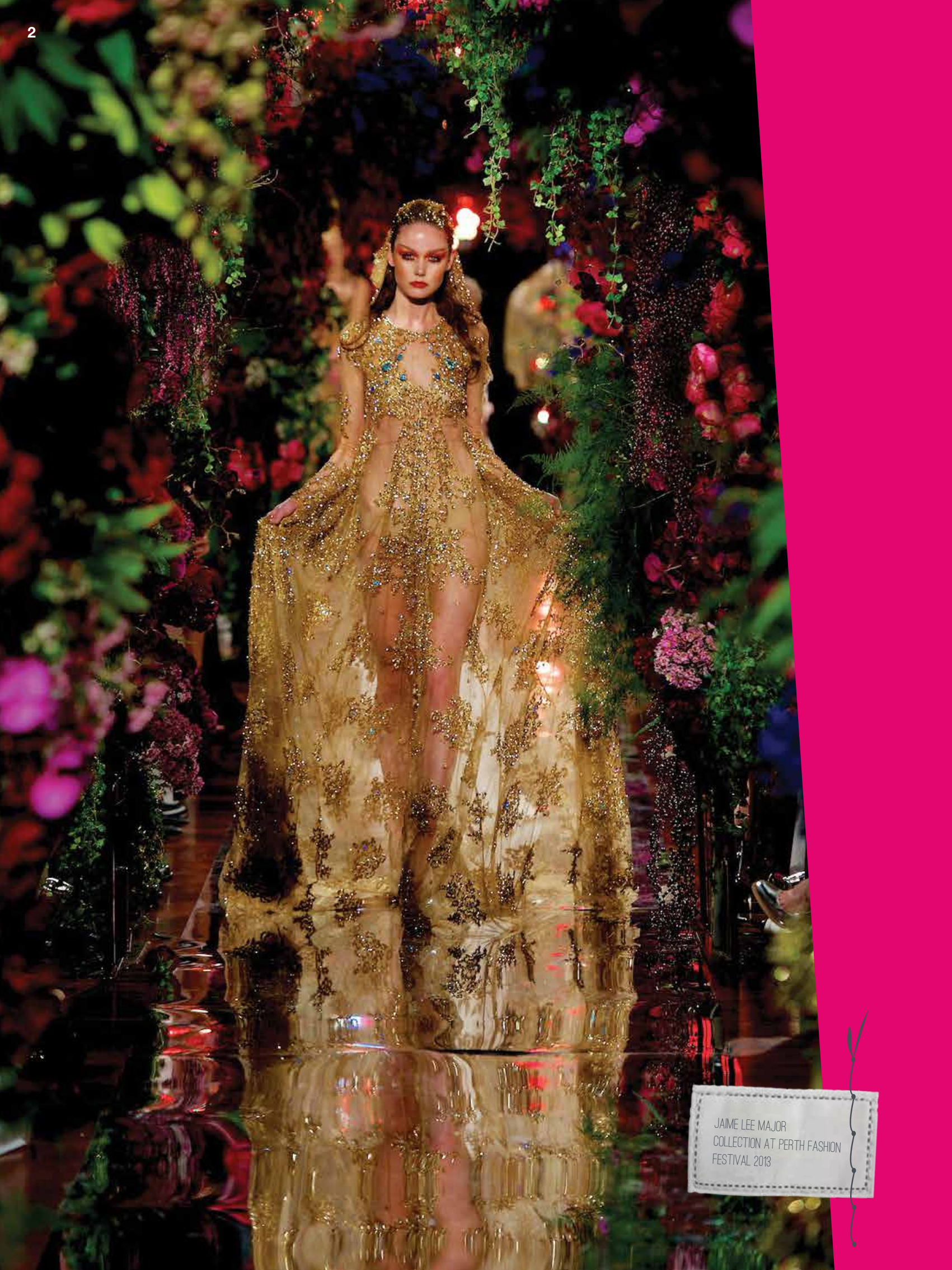


2015 URBAN COUTURE

CREATE. DESIGN. INNOVATE. MAKE

JOEL UN PRINTED LONG SLEEVE TOP, JAIME LEE
CRYSTAL AND FEATHER EMBELLISHED BLOUSE
POA, JOEL UN JACKET WORN AS SKIRT.
PHOTOGRAPHER: DAVID COLLINS



JAIME LEE MAJOR
COLLECTION AT PERTH FASHION
FESTIVAL 2013

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ARTIST TALK

Jaime Lee Major
16 March 2015, 10.00am
Joondalup Art Gallery

JAIME LEE MAJOR

URBAN COUTURE AMBASSADOR 2015

Designing in a global context... Word from the 2015 Urban Couture Ambassador on the role of social media in fashion and how she flies the flag internationally for the Western Australian fashion industry.

Urban Couture is an excellent program bringing support and a sense of community to emerging creatives. Whether they launch their own business or join an existing company, it is highly important for young designers to have an established framework for support as they move into the fashion industry.

I am proud to be the ambassador for Urban Couture in 2015. As a cultural program it will allow industry professionals the opportunity to mentor young designers and share their knowledge and experience on the challenges of working in the fashion industry. At the beginning of my career, I made a decision to surround myself with professionals to both guide my career and challenge me creatively. It was definitely one of the best decisions I made and these people are still very much a part of my journey. This was the driving force behind my decision to be involved with Urban Couture. I want to share my experiences with emerging designers and stress the importance that our industry maintains an open and supportive dialogue with the next wave of talent coming out of Western Australia.

As designers, both emerging and established we are living in the most exciting of times. The internet is the single and greatest connector for all creatives. Through social media platforms like Instagram and Facebook, designers have access to every corner of the globe.



I SPECIALISE IN BESPOKE, HAND-MADE, HAND-EMBELLISHED, DEMI-COUTURE EVENINGWEAR. I ALSO CREATE PERFORMANCE PIECES AND COSTUMES.

Emerging designers are now one hashtag away from being discovered, while established designers are now able to engage in real-time conversations with their clients. So whilst physically we may be demographically isolated in Western Australia, we are certainly not cut off from the world. The tyranny of distance should never be used as excuse for not striving to be the best.

I specialise in bespoke, hand-made, hand-embellished, demi-couture eveningwear. I also create performance pieces and costumes. The majority of my garments are worn to high-profile, red carpet events. As a demi-couture designer, exposure of my brand through social media has been invaluable and helped me to expand my presence throughout the Middle East and Asia, where the majority of my clients are based. Some of my celebrity clients include Lady Gaga, Katy Perry, Rita Ora, SIA, Kimbra, Bella Thorne, Brooke Candy, Shakira, Kylie and Kendall Jenner.

I am excited to officially open the Urban Couture program in 2015 and hope to see you at some of the program's extraordinary events throughout March.

Jaime Lee Major





JAIME LEE MAJOR
COUTURE DRESS 2013



PHOTOGRAPHER: MEJI NGUYEN **MODEL:** JESS YEH
FASHION DESIGNER: SAN CORA BY SUSAN TRAN
STYLIST: LUKE MEAKINS **MAKE-UP ARTIST:** KINGA MARKOVIC
HAIR STYLIST: DANIEL YAP
HAIR STYLIST ASSISTANT: KARMEN KWAN
PHOTOGRAPHER ASSISTANT: BABYNANBIN WONG
PHOTOGRAPHER ASSISTANT: JEREMY CHOH
SET BUILDER: TONY PICKERING
SET ASSISTANT: LUKE KLINGENBERG
 SHOT AT MIRA STUDIOS

PHOTOGRAPHER: AARON MCPOLIN
MODEL: ALEISHA JONES
FASHION DESIGNER: SAN CORA BY SUSAN TRAN
STYLIST: LUKE MEAKINS
MAKE-UP ARTIST: LOREN PERI SADIK
HAIR STYLIST: DANIEL YAP
HAIR STYLIST ASSISTANT: KARMEN KWAN



SUSAN TRAN

TEXTILE DESIGNER SPOTLIGHT

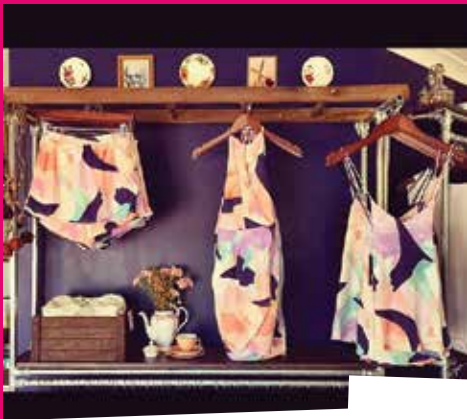
Susan Tran kindly provided permission for the City of Joondalup to use her textile design as part of the Urban Couture 2015 campaign. Tran is an up and coming designer who creates her prints from scratch which are unique to her label.

Designers Name:	Susan Tran
Label Name:	SAN CORA
Suburb in Perth where you live:	Hamersley
When did you start your label?	I started it last year while I was in my final year of study.
Where did you study fashion?	I studied at Polytechnic West in Bentley.
What motivated you to become a fashion designer?	My first excursion to the Perth Fashion Festival back in 2010.
How do you create your textile prints?	I do a lot of illustrating, water colour painting and photography, and use both Photoshop and illustrator to finalise my designs.
What inspires your collections?	Everyday life and different forms of beauty that people generally ignore or miss.
Where do you want your label to be in 5 years time?	I would love to showcase my collections at New York Fashion Week and have my own flagship store.

RETAIL THERAPY

LOCAL BOUTIQUES

GIPSY BOY



68 Regents Park Road, Joondalup 6027
(08) 9300 0795
www.gipsyboy.com

Gipsy Boy is a quaint little corner store that's located in Joondalup and sells clothing, coffee and homemade treats.

Gipsy Boy's staff are friendly and the store's layout is contemporary and fresh.

If you are looking for a nice place to enjoy a coffee or a sandwich and indulge in some retail therapy, make sure you visit this hidden gem hidden on Regents Park Road.

RNAY HILLARYS



20/18 Southside Drive, Hillarys WA 6025
(08) 9243 7009
www.rnayclothing.com

Rnay Hillarys is a family owned and operated business, located in Perth's leading tourist destination, Hillarys Boat Harbour.

This great little boutique offers a great variety of designer women's fashion and accessories. And, if you're feeling a little peckish, just steps away from the store front which overlooks the Indian Ocean, you can grab a coffee on the go or indulge in something delicious to eat.

LUXXE FASHION



Lakeside Joondalup, Shop T4 Lakeside Joondalup,
Joondalup Drive, Joondalup 6027
(08) 9300 2442
www.luxxefashion.com.au

Luxxe Fashion stocks the latest trends in must have brands including Guess, Diesel, Fossil and many more.

This store offers a selection of high quality shoes, handbags and costume jewellery from the latest trends worldwide, catering for the fashion savvy females of Perth.

Luxxe Fashion is located in the heart of Lakeside Joondalup Shopping City, so be sure to stop by for some great designer pieces.

SPARROW AND JACK



4/ 473 Beach Rd Duncraig 6023
0420 321 631
www.sparrowandjack.com.au

Located just outside the Carine Glades shopping centre, Sparrow and Jack offers a great range of fashion, accessory and gift options.

The back of the store is also used as a workshop space where you can engage in a series of sewing, painting and drawing classes which run in the evenings.

If you are interested in any of the stores affordable workshops, be sure to contact the girls at Sparrow and Jack to enrol now.

MASH BOUTIQUE



Currambine Central Shopping Centre
1244 Marmion Ave Currambine WA 6028
(08) 9304 0951
www.facebook.com/pages/MASH-BOUTIQUE

Mash boutique stocks a variety of ladies and mens fashion including accessories, shoes, handbags, jewellery and giftware.

This stylish store is located in Currambine Central Shopping Centre and will not disappoint the discerning shopper.

HOT BODS BOUTIQUE



Shop C4 Currambine Central Shopping Centre
1224 Marmion Ave Currambine WA 6028
(08) 9305 3210
www.facebook.com/pages/Hot-Bods-Boutique

If you need a dress for the races or an outfit for a special occasion, look no further than Hot Bods boutique in Currambine.

Hot Bodz boutique caters for ages 12 to 60 and stocks sizes 6 to 18 in a variety of ball gowns, bridesmaid dresses, bridal wear and much more.



G₂ E₁ T₁ T₁ I₁ N₂ G₂

S₁ O₁ C₁ I₁ A₁ L₁





FLAT LAY CREATIVE BY
CLAIRE MUELLER

GETTING SOCIAL

Workshop with Emma Bergmeier-Varian and Claire Mueller

Free Workshop

8 March 2015

10.00am – 12.00pm

Joondalup Art Gallery located at 4/48 Central Walk Joondalup

Master the ins and outs of the ever-evolving world of social media, with the City of Joondalup's *Getting Social* workshop. From Instagram etiquette, to the best photo editing apps and top tips for finding and maintaining followers, *Getting Social* will help you get the most out of Instagram and Facebook.

Suitable for social media beginners and more advanced users wanting to perfect the art of flat lay photography and styling with guidance, from Perth's top flat lay expert Claire Mueller and journalist Emma Bergmeier-Varian. *Getting Social* will equip you with the skills and knowledge necessary to build an engaged and loyal following.

Local businesses and retailers are encouraged to attend. This workshop will also be suited to students and graduate fashion designers who are keen to learn about using social media as a tool to connect with greater audiences.

Registration is required for this workshop, so please phone **9400 4230** or book online by visiting joondalup.wa.gov.au

ANYA BROCK



Popping up all over Perth in hidden laneways and on the side of buildings in the CBD, Anya Brock's work is finding its way all over Western Australia and will come to Joondalup in March 2015.

Brock is well known for her use of bold, expressive black lines, featured over her signature kaleidoscopic colour palette. Working with acrylics and oil, Brock uses shards of colour in a geometric fashion to render contemporary illustrations of zebras, birds and fashion landscapes.

Brock's work is infectious and explodes with colour and high energy. Her work is not often about the subject nor the observer, but rather the process of making and creating.

Joondalup Festival goers will be treated to a live demonstration of Brock working her magic, as they watch the festival site transform into a world full of colour and fashion.

Come along and watch the mural transform over the two day festival.

Once the mural is complete an interactive fashion tableau will pop-up in front of Brock's mural. Come and get involved in the tableau displays and receive a fresh handpicked flower from the models who will be dressed head to toe in bright colours and flower crowns. Be sure to take a selfie in front of Anya Brock's mural and hash tag Urban Couture #UC2015.

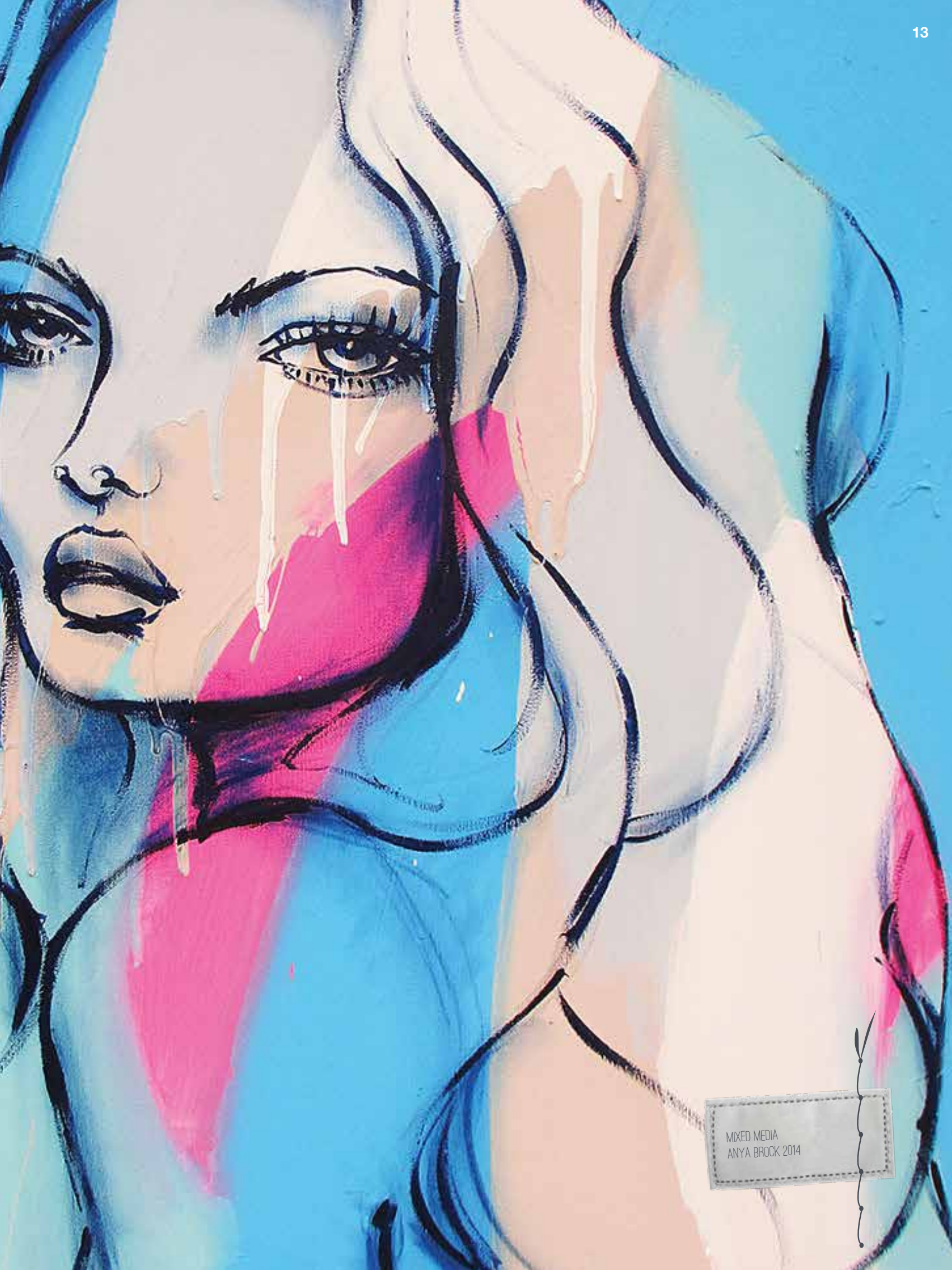
Brock will be painting at the following times:

2.00pm – 6.30pm Saturday 28 March 2015

2.00pm – 3.00pm Sunday 29 March 2015

4.30pm live Tableaux display in front of Anya Brock's mural





MIXED MEDIA
ANYA BROCK 2014



JAI ME LEE CRYSTAL AND FEATHER
EMBELLISHED BLOUSE POA. JADYE
CHRISTIE HAND KNITTED SKIRT. JAI ME LEE
GOLD EMBELLISHED MARY JANES POA
PHOTOGRAPHER: DAVID COLLINS



WESTERN AUSTRALIAN GRADUATE CAPSULE SHOWCASE



Some of Western Australia's most talented fashion design graduates of 2014, have been selected to showcase collections on the Urban Couture runway to an eager and captivated full house on Wednesday 18 March 2015. Media and the public will peruse collections looking for the next big thing in fashion.

This show promises to burst with originality, creativity and limitless possibility for these young design visionaries.

Rosemaree White
Sheona Cowden
Jessica Moro
San Cora (Susan Tran)
Vidhi Dudhia
Jayde Christie
Shreeja Rajan
Charissa Schlink

Wednesday 18 March 2015

7:00pm - Runway commences and open to the public

Lakeside Joondalup rooftop car park (entrance off Grand Boulevard)

There is limited capacity for this event.

Registration is required, please phone **9400 4230** to secure your place or visit joondalup.wa.gov.au

NETWORKING HIGH TEA AND LAUNCH AT THE BREAKWATER



Urban Couture Ambassador Jaime Lee Major will be the keynote speaker at this fashion lovers networking high tea.

This high tea will feature a panel of industry professionals who will discuss the Western Australian retail climate, how designers can access funding, and what opportunities exist for fashion professionals in Western Australia.

The panel will consist of professionals from a variety of fields including the Department of Culture and the Arts, fashion bloggers, media and lecturers from various fashion schools across Perth.

This high tea is ideal for professional fashion and jewellery designers, emerging fashion students and industry professionals who are keen to hear about Jaime Lee's journey from a local Perth designer into the global marketplace.

Urban Couture Ambassador: Jaime Lee Major

Guest Speaker: And Andrea – Blogger/Stylist

Guest Speaker: Marit Kloostra – Department for Culture and the Arts, Fashion portfolio

Friday 13 March 2015

10.30am-12.30pm

The Akoya Suite

The Breakwater, Hillarys Boat Harbour

58 Southside Dr, Hillarys WA 6025

There is limited capacity for this event. Registration is required, please phone **9400 4230** to secure your place or visit joondalup.wa.gov.au



PHOTOGRAPH TAKEN BY
WESTERN AUSTRALIAN FASHION
PHOTOGRAPHER AARON MCPOLIN

CELEBRATING WESTERN AUSTRALIAN FASHION PHOTOGRAPHY

ONLINE EXHIBITION

An online fashion photography competition will be run from 1–30 March showcasing Western Australian fashion photographers. Two prizes for the best photographer will be awarded for the following:

- 1. Most Outstanding Work \$500.00**
An independent selection panel will select the most innovative photograph and award a \$500.00 cash prize.
- 2. Popular Choice Award \$250.00**
Popular Choice nominations from the general public will be taken during the course of the exhibition.



INFLATABLE FASHION

KIERAN STEWART

Urban Couture 2015 brings you all things inflatable! Kieran Stewart an Australian visual artist based in Victoria, Australia, who visited Joondalup to work with fashion and costume design students from Curtin University, Edith Cowan University and the Western Australian Academy of Performing Arts.

Stewart is a problem solver by nature and uses his inquisitiveness and analytical skills to experiment with new media. And, it is this experimentation that led Stewart to master inflatable art. He initially attempted to make something you should never try; a self-made parachute. Needless to say this experiment made for an interesting installation. However, it is his constant demonstration and pushing of boundaries that makes his work open to endless prospect.

Come along and see Kieran's work in person at the Joondalup Art Gallery from **Monday 2 March to Wednesday 1 April 2015**.

Artist Talk – Kieran Stewart
Friday 27 February 2015, 10.00am
Joondalup Art Gallery



INFLATE EXFLATE

Artists, designers and students have come together for an inflatable garment research collaboration between a number of Western Australian tertiary fashion schools.

Costume design students from the Western Australian Academy of Performing Arts (WAAPA), alongside fashion students from Edith Cowan University and Curtin University worked with visual artist Kieran Stewart, to re-think traditional forms of dress and the application of standard dress-making techniques to create inflatable garments. These workshops explored, investigated and re-examined pattern-making techniques by inflating the space between the body and garment.

Participants used active experimentation and manipulation of the spatial and temporal dimensions of the body against inflatable objects. They also experimented with inflatable construction techniques including, bags, rafts, tubes and geometric shapes on the body.

This exhibition aims to create dialogue and interaction whilst encouraging viewers to re-examine ideas about garments and their relationship to the body.

This exhibition held at Joondalup Art Gallery will run from **Monday 2 March to Wednesday 1 April 2015**. Joondalup Art Gallery is located at 4/48 Central Walk Joondalup WA 6027.



JOONDALUP FESTIVAL 2015

FASHION TABLEAUX

Urban Couture will feature at the Joondalup Festival in 2015 with fashion tableau displays throughout the festival site.

WHAT IS A FASHION TABLEAU?

Fashion tableaux are a frozen scene whereby the models will interact with their garments and props inside their styled space. In fashion, visual merchandising plays a large role in retail shopfronts. Fashion buyers and product managers will style the window display using the latest stock and trends to showcase their products. This concept will be applied to the Urban Couture tableau and will feature student and emerging designer garments styled with flower crowns through to visual art installations. Be sure to visit the tableaux and interact with the models.

TABLEAUX	DESCRIPTION	DESIGNERS	DAY	TIME	LOCATION
Tableaux 1 and 2	Come along to see a selection of student designer work featuring couture millinery from Susan Rush.	Munkhshur Abboudi Joel Un Shreeja Rajan Susan Rush (Millinery)	Sunday 29 March 2015	4.30pm-5.15pm (45minutes)	Mad Hatters Dining
Anya Brock Tableau	Anya Brock will paint a mural inspired by "A world full of colour, fashion and flowers!" over the festival weekend. Once the mural is complete an interactive fashion tableau will pop-up in front of Brock's mural. Come and get involved in the tableau displays and receive a fresh hand-picked flower from the models who will be dressed head to toe in bright colours and flower crowns. Be sure to take a selfie in front of Anya Brock's mural and hash tag Urban Couture #UC2015.	Vidhi Dudhia Joel Un Birds on a Wire	Sunday 29 March 2015	4.30pm-5.15pm (45minutes)	Grand Boulevard

Bespoke backdrops supplied by



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JOONDALUP FESTIVAL 2014
NATALIE ROLT

URBAN COUTURE DIARY 2015

Date and Time	Program	Venue
25 February 10.00am	Kieran Stewart Artist Talk	Joondalup Art Gallery 4/48 Central Walk Joondalup WA 6027
3 March 6.00pm	<i>W/late EX/late</i> Exhibition opening	Joondalup Art Gallery 4/48 Central Walk Joondalup WA 6027
8 March 10.00am	Social Media Workshop with Emma Bergmeier-Varian and Claire Mueller	Joondalup Art Gallery 4/48 Central Walk Joondalup WA 6027
13 March 10.30am	Networking High Tea and Launch at the Breakwater	The Breakwater 58 Southside Drive, Hillarys Boat Harbour WA 6025
16 March 10.00am	Jaime Lee Major Artist Talk	Joondalup Art Gallery 4/48 Central Walk Joondalup WA 6027
18 March 7.00pm	Urban Couture Graduate Capsule Showcase	Lakeside Joondalup Shopping City rooftop car park Entrance off Grand Boulevard
28 – 29 March	Joondalup Festival weekend Fashion Tableaux	Grand Boulevard, Joondalup
28 – 29 March	Anya Brock Mural	Joondalup Festival held in Central Park, Joondalup WA 6027

Registration is required for all events and workshops. Please contact the City of Joondalup's Art Officer on **9400 4230** or register online at joondalup.wa.gov.au



JAIME LEE CRYSTAL PEARL AND FEATHER
FRENCH LACE DRESS POA

SC MAKEUP ARTISTRY

MAKEUP TIPS – WHAT'S HOT!

BY SC ARTISTRY'S, SIMONE COHEN

The art of makeup is just that, an art! The rules are minimal and are meant to be broken, with people often placing too much emphasis on following strict guidelines such as what colours we can and cannot wear, the way we should apply them and the order in which we do so.

Basically it all comes down to colour choice and further developing a look that works for the individual. For example, if you would like to complement your eye colour, the rule of thumb is to match your eye shadow to that of your eyes.

It's as easy as applying green shadow to green eyes, brown shadow to brown eyes and blue, actually no, never blue eye shadow.

Alternatively you can choose to contrast instead. For example if your eyes are cool tones (blue or green), you can use warm colours to make them POP such as coppers, golds and peach.

If you are interested in learning more about how to apply makeup, SC Artistry is offering the following special for Urban Couture followers.

SPECIAL OFFER SC MAKEUP ARTISTRY

Present this voucher to receive *50% OFF a workshop at SC Artistry.

Designed to put the brushes back into your hands under makeup coaching guidance you will learn how to update your makeup look by applying everything yourself!
Contact SC Artistry to book your workshop.

**Makeup workshops are limited to the number of bookings and dates scheduled.
Makeup workshop cost is \$200.00 before discount is applied. Prepayment is required upon booking. Voucher expires 31/05/15.*

PHOTOGRAPHY: FREEDOM GARVEY
MODEL: NONNY MULLHOLAND
MAKEUP AND HAIR: SIMONE COHEN, SC ARTISTRY

JAIME LEE MAJOR x DESIGN STUDENTS

Four selected designers had the opportunity to have their work styled by Jaime Lee Major – 2015 Urban Couture Ambassador.

Major styled some of her incredibly detailed couture garments along with the students work to create the following series of photographs.

The four students' work that featured in the photo shoot included:

Jessica Moro – Curtin University
Joel Un – Central Institute of Technology
Jayde Christie – Curtin University
Rosemaree White – Polytechnic West

1. Joel Un printed long sleeve top, Jaime Lee crystal and feather embellished blouse POA, Joel Un jacket worn as skirt
2. Rosemaree White embellished lingerie set, Jaime Lee leather embellished thigh high boots POA, black mesh body suit and accessories stylists own
3. Jessica Moro structured dress, Jaime Lee crystal and feather embellished blouse POA



SPONSORS

The City would like to thank all sponsors involved in Urban Couture 2015. The ongoing support from local Western Australian businesses assists the development of student and emerging creatives and their transition into industry.

The support provided by sponsors creates opportunities for local designers, photographers and artists to promote their work locally, and plays an important role in facilitating cultural development in the City of Joondalup.

MODEL PARTNER

scene
model management

MAKEUP PARTNER

SC MAKEUP ARTISTRY



JAIME LEE CRYSTAL AND FEATHER EMBELLISHED
BLOUSE POA, JADYE CHRISTIE HAND KNITTED
SKIRT, JAIME LEE GOLD EMBELLISHED MARY
JANES (SHOES) POA



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Connect with the City



joondalup.wa.gov.au

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