

Porsche announced as the Official Automotive Partner for Afterpay Australian Fashion Week 2022

02/05/2022 Porsche Cars Australia is pleased to announce that it is the Official Automotive Partner for Afterpay Australian Fashion Week 2022.

The sustainability themed five-day program (9-13 May) will play host to fashion's industry leaders and be centred at Sydney's iconic Carriageworks.

Celebrating the sustainable fashion focus, the Taycan will shine a spotlight on electric mobility at Afterpay Australian Fashion Week. In addition, Porsche has partnered with Bianca Spender for the Opening Runway Show.

Bianca Spender Opening Runway Show presented by Porsche

Making her return to Australian Fashion Week for the first time since 2018, Bianca Spender has been announced as the Opening Runway Show on Monday 9 May 2022. Presented by Porsche, the runway presentation will celebrate Spender's integral contribution to the Australian Fashion landscape and her own personal journey within design.

Daughter of the late Carla Zampatti, Spender has over 10 years experience in the Australian fashion industry and is considered a leading womenswear designer and market leader in sustainable business practices.

The partnership with Porsche and Bianca Spender highlights the synergies between the two brands, each embodying quality design, craftsmanship, female empowerment and a core value of sustainability.

Known for her original bias drapery and understated yet elevated pieces, Bianca Spender will present a Summer and Resort collection capturing the evolution of the brand, highlighting sustainability and celebration of the local fashion industry.

The Bianca Spender Opening Runway Show presented by Porsche will open Afterpay Australian Fashion Week at Carriageworks, Sydney, 9am Monday 9 May 2022 and will also be livestreamed at AAFW.com.au.

One on One with Bianca Spender

Presented by Porsche, Bianca Spender will share her design process, where she finds inspiration and more in an intimate discussion moderated by Caitlin Judd and Anna MacKenzie from Lady-Brains. The panel will take place on Wednesday 11 May 2022 and will be introduced by Daniel Schmollinger, Managing Director and CEO of Porsche Cars Australia.

Porsche's electric presence

Following on from Porsche Cars Australia's foray into Australian Fashion with the inaugural Carla Zampatti award at the Australian Fashion Laureate in November 2021, Porsche's first all-electric Taycan will be highlighted in two bespoke areas at Fashion Week.

Emotionally charged and future-oriented, the Taycan reflects the ethos of Afterpay Australian Fashion Week, marrying cutting-edge design with innovation and sustainability.

Afterpay Australian Fashion week will run from 9-13 May 2022 at Carriageworks, Sydney, and livestreamed at AAFW.com.au.

Consumption data

Taycan Turbo S Cross Turismo (Predecessor model)

Taycan Turbo Cross Turismo (Predecessor model)

Taycan with Performance Battery (Predecessor model)

Taycan 4 Cross Turismo (Predecessor model)

Taycan 4S Cross Turismo (Predecessor model)

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

Link Collection

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https://newsroom.porsche.com/en_AU/2022/lifestyle/Porsche-X-Afterpay-Australian-Fashion-Week-2022-28147.html

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https://pmdb.porsche.de/newsroomzips/b00b9c4b-1855-4f86-9626-b41f7e6d9294.zip

External Links
https://aafw.com.au/

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