

Colour wheels: Porsche at Australian Fashion Week 2024

20/05/2024 Porsche has added a vibrant and sporty glow to Australian Fashion Week Presented by Pandora, the country's premier annual fashion industry event.

Runway Show: Carla Zampatti Presented by Porsche

Sydney dazzled with unparalleled style last Monday as Australian Fashion Week presented by Pandora commenced, bringing a plethora of runway shows and special events in a celebration of Australia's newest fashion creations from the country's top designers.

Official Automotive Partner Porsche joined leading Australian fashion label Carla Zampatti for its triumphant return to Australia's main fashion industry event, which fittingly took place on the principal runway named in honour of the late designer.

Headlining AFW 2024's opening night, the Carla Zampatti Presented By Porsche runway show unveiled

its highly anticipated Resort '25 collection.

The new range impressed guests with its mix of tailored style blended with layered fabrics and elegant colours. It was the first collection to be shown at AFW by the brand's new Creative Director, Karlie Ungar, who was immediately praised for her creative designs. One publication applauded the new collection by saying it retained "the spirit of the label that has dressed generations of Australian women", underlining Carla Zampatti's pioneering drive to the top of Australian fashion, which she began in 1965.

Karlie Ungar stated, "The empowerment of women is the absolute soul and heartbeat of the brand. It's in everything we do."

Porsche joined Carla Zampatti's landmark showcase with a timeless display of its own creations, including a 911 Carrera 4 S in Crayon.

Daniel Schmollinger, the CEO and Managing Director of Porsche Cars Australia, joined Karlie on the runway at the end of the show and spoke about Carla Zampatti's trail blazing legacy.

"It's a privilege to stand alongside an Australian style icon," he remarked. "Carla Zampatti will soon celebrate its 60th anniversary, a milestone Porsche recently honoured with its own icon, the 911 sports car.

"Carla Zampatti forged a path many others have followed, which makes Australian Fashion Week this year not only a celebration of our country's leading designers but also her pioneering spirit."

In conversation: Porsche x Carla Zampatti

Next door in Carriage Works' Gallery 2, Porsche customers and VIPs from Australian Fashion Week gathered after the Carla Zampatti Presented By Porsche runway show for a fascinating discussion about the label's newest collection.

Jillian Davison, Editor-in-Chief of Harper's Bazaar Australia, interviewed Karlie Ungar about the inspiration and creative process behind her first collection for Carla Zampatti.

Karlie addressed the values underpinning the label, such as luxury design, innovation and heritage, and how they are intricately woven into the brand's newest collection.

"Our designs are a testament to the timeless elegance and innovative spirit that define Carla Zampatti," she shared.

Heritage and legacy are also strongly associated with Carla Zampatti. The ground-breaking fashion designer began her label's journey in the mid-1960s and centred her style around elevated simplicity

characterised by bold and clean lines. Oscar-winning actors, royalty and leading politicians have all chosen her timeless garments.

Jillian and Karlie also explored the evolution of classic style and how high-quality garments can celebrate brand traditions with a modern twist. The topic reflected the *Provence* styling of the dinner discussion, which was inspired by the name of a vibrant new colour from the new all-electric Porsche Macan which will arrive into Australia at the end of the year.

“Heritage and modernity are the dual strands of our design DNA,” said Ungar. “Balancing these elements ensures we honour our legacy while looking forward.”

Porsche moves Australian Fashion Week 2024

Attendees at this year’s Australian Fashion Week were captivated by an array of vibrant Porsche sports cars, which were displayed at a variety of venues and used to transfer VIPs, designers and media guests throughout the week.

Highlights included the new Porsche Panamera, the third generation of the high-performance E-Hybrid four-seat sports sedan.

Greeting guests daily at the entrance to CarriageWorks was an ever-changing kaleidoscope of Porsche style. A 718 Cayman GTS 4.0 in Shark Blue was followed by a trio of 911s during the week: a 911 Carrera T in vibrant Python Green, a Targa 4S in Ruby Star Neo, and then a 911 Carrera GTS Cabriolet in Racing Yellow. A captivating G3 Panamera in Gentian Blue completed the week-long showcase.

“Porsche and style go hand-in-hand,” said Daniel Schmollinger. “The designers at Porsche and the fashion designers we are celebrating this week might create their magic in two separate worlds, but they share the common quest of blending form and function to reflect societal trends and advancements.”

“Design is a bridge between functionality and aesthetics and we have witnessed the best of it here at Australian Fashion Week 2024.”

Info

Visit carlazampatti.com.au to discover more.

Image Sublines

Path: media/Images/img_1.jpg
Title: DSC06946-2.jpg
Subline: The Carla Zampatti Presented By Porsche runway show

Link Collection

Link to this article
https://newsroom.porsche.com/en_AU/2024/lifestyle/porsche-australian-fashion-week-2024-36261.html

Media Package
https://pmdb.porsche.de/newsroomzips/e0f89a64-3163-439c-ace4-17d3664d75dc.zip

External Links
https://newsroom.porsche.com/en_AU/lifestyle/woman-with-drive.html

Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart