



## AUSTRALIAN ALPACA

**For Immediate Release**

### **Alpaca now part of the fashion vernacular Alpaca designs to be showcased in Sydney**

**March 2008:** Alpaca fleece once regarded more valuable than gold, is fast becoming a favourite amongst designers for its superior qualities. Australia, which produces some of the highest quality alpaca fleece in the world, will this month demonstrate its achievements in fashionable style.

In celebration of the Australian alpaca industry's 20<sup>th</sup> anniversary this year, the latest in alpaca fashions will be showcased during the World Alpaca Conference Gala Dinner on March 29<sup>th</sup> in Sydney. Sponsored by Australian Alpaca Fleece Ltd. (AAFL) and styled by Fashion Show Coordinator and Stylist, Margaret Kernich, the fashion parade will be the highlight for many of the 400 guests, eager to witness what the burgeoning alpaca industry has to offer.

The parade will feature innovative designs from Peruvian fashion labels Kuna by Alpaca 111 and Sol Alpaca by Michell and Co.; New Zealand's Surico Alpacas; and Australia's own Ardent Alpaca, Becreatif Alpacas, Bella Textiles, Softfoot Alpaca Stud, Sachs Alpaca, along with designers Claudia Bahamondes, Melissa Jackson, Antonia Pusterla, Lesley Shea, and Garry and Janice Ward. Models will be joined on the catwalk by some alpacas.

With alpaca fleece having made a successful debut during the L'Oreal Melbourne Fashion Festival in 2004 and more recently at Shanghai Fashion Week, it is growing in popularity amongst both consumers and fashion designers for its superior quality, softness, versatility and environmental sustainability.

"Alpaca fabric has the softness of cashmere, the lustre and strength of silk, the lightness of goose feathers, and the long term durability of wool," said Sandy Retallick, Softfoot Alpaca Stud. "All these qualities inspired me to produce haute couture alpaca clothing, rather than the traditional knitwear. Our designs submitted for the Alpaca Fashion Parade utilise black MacQuarie alpaca fabric and also colourful nuno fabric, which is a hydro -fusion of alpaca fibre and silk."

"Apart from having a superior drape and handle, alpaca fleece is organic. The amount of water used to produce synthetic fibre will be of increasing importance as awareness grows for the need to make environmentally sound choices. I think more and more consumers and the fashion industry in general will turn to alpaca, a natural and luxurious solution," Ms Retallick said.

With demand for alpaca fleece already on the rise, Australia is at the forefront of alpaca fleece production, mainly as a result of genetics and our expertise in the wool industry. Australian Alpaca Fleece Ltd. (AAFL) currently manufactures alpaca products in Peru, New Zealand and Australia that are eventually sold locally or exported to China, Korea, Hong Kong and Japan.

"With Australia hosting the first World Alpaca Conference, we felt it was the perfect opportunity to show Australia and the world not only the animal and the fleece, but also the end product. With superior quality, handle and drape, alpaca fleece has been manufactured in a whole range of premium products both in homeware and fashion," said Michael Talbot, Managing Director, AAFL.

"Demand for alpaca fleece products is booming, from fashion right through to homewares and designer carpeting. Although alpaca fleece has been admired for centuries, designers are now starting to take notice of its attractive qualities," he said.

If you would like to find out more about alpaca fleece and the Alpaca Fashion Parade, please contact the Australian Alpaca Association Ltd. on 03 9873 7700 or visit [www.alpaca.asn.au](http://www.alpaca.asn.au)

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**MEDIA: For further information, request a media pass or to arrange an interview please contact:**

Laura Rodrigues or Rachel Lockley

McGregors International

Tel: 02 9967 9399

Email: [laura@mcgregors.com.au](mailto:laura@mcgregors.com.au) or [rachel@mcgregors.com.au](mailto:rachel@mcgregors.com.au)