



MEDIA KIT

Essence – An Eye on Fashion

- Friday 17 October, 2008 –

7pm, Hilton Cairns



Media Kit

Essence – An Eye on Fashion

Friday 17 October, 2008

7pm, Hilton Cairns

INDEX

- **Media Launch Press Release** **7 Oct 08**

- **Media Information** **7 Oct 08**
 - **An Eye on Fashion (designer's bios)**
 - **An Eye on Food (event menu)**
 - **An Eye on Fundraising**

- **Media Notification for Launch** **7 Oct 08**



MEDIA INFORMATION

Tuesday 7 Oct 08

Essence – An Eye on Fashion Launched in Cairns



Picture: Cairns' Make Me a Supermodel Finalist, Kassandra Zandt added a touch of glamour at his morning's launch of Essence – An Eye on Fashion. Wearing Wayne Cooper from Myer with jewels adorning her ears and neck from Hardy Brothers Jewellers, Kassandra is pictured in Hilton Cairns' Six Degrees Bar and Lounge with her own flute of 'diamond champagne' that will welcome guests to the event on Friday 17 October.



Media and event partners gathered this morning to savour the taste of 'diamond champagne' while Hilton Cairns General Manager, David Kelly unveiled details of Tropical North Queensland's social event of the year, Essence – An Eye on Fashion.

Presented by Hilton Cairns and Hardy Brothers Jewellers, in conjunction with Cairnseye magazine, Essence – An Eye on Fashion is now in its third year and when it takes place on Friday 17 October 2008, is set to be another diamond-studded affair described as a stylish and sensual blend of food, fashion, fundraising and top-drawer entertainment.

According to Mr Kelly, this year the event will take on a new twist when it is staged in the hotel's newly completed event space that has been significantly upgraded over the past three months to the tune of a \$1 million investment.

In keeping with other traditions, guests will once again be welcomed with the event's signature cocktail - a flute of 'diamond champagne'. After enjoying their glass of bubbles, guests are invited to take their gem, sitting at the bottom of the flute – to Hardy Brothers Jewellers' resident gemologist to determine whether it's the genuine article or not. One lucky winner will take home a Hardy Brothers diamond valued at \$5000.

The evening will then proceed with the glamorous arrival of Leukaemia Foundation ambassador and former Miss Universe entrant, Queensland's own, Kimberley Busteed – bearing Hardy Brothers Jewellers' hand-crafted Melbourne Cup trophy. This 18 carat, solid gold trophy takes some 200 hours to make and is the very icon for the race that stops the nation.

A charity auction of valuable jewellery and sporting memorabilia will ensue as will the opportunity to feast on delicious fare from the award-winning kitchen brigade of Hilton Cairns and celebrity chef, Jimmy Shu of Hanuman Restaurants in Darwin.

In its third year, Essence – An Eye on Fashion, will continue its fundraising tradition to benefit Leukaemia Foundation. In its first and second years, Essence has helped raise a total of \$50,500 (\$22,500 in 2006 and \$28,000 in 2007).

The event highlight is once again destined to be the runway show which in its new venue of Hilton Cairns' grand ballroom, will provide guests with all the drama and spectacle they have come to expect. Lindsay Bennett will once again produce this show using the same formula adopted for Mercedes Benz Fashion Festivals in Brisbane to bring Cairns the latest Spring/Summer 08 collections from Australia's a-list designers. While Wayne Cooper will once again be on hand to personally present his latest season, so too will Brisbane's bespoke designer, Paul Hunt.



Add to this, the brand names of Alex Perry, Lisa Ho, Easton Pearson, Marnie Skillings, Myer, Pistols @ Dawn, Grbac, Jayson Brunsdon, Flamingo Sands and Cairns own' Vivienne Francine.

Runner-up of Arena TV's Project Runway, Queensland, Leigh Buchanan will add a dash of avant-garde celebrity, as will fashion show emcee and well-known Australian entertainer, Holly Brisley.

In combination, this event has all the ingredients of a night to remember and one that will resonate among guests for another year to come.

Picture: The finale walk from last year's Essence – An Eye on Fashion - runway show.

Ends

EVENT

INQUIRIES: Lisa Minikas, Marketing Executive, Hilton Cairns
Tel: 07 4052 6753 Email: lisa.minikas@hilton.com

MEDIA

INQUIRIES: Pip Miller PR Mob: 0419 681543 Email: pip@pipmillerpr.com.au



MEDIA INFORMATION

Essence – An Eye on Fashion



On Friday 17 October 2008, the city of Cairns will turn out in their most elegant evening wear for the region's most significant social event; Essence – An Eye on Fashion. Presented by Hilton Cairns and Hardy Brothers Jewellers, in conjunction with Cairnseye magazine, this event is a sensual and stylish blend of fashion, food, fundraising, the arrival of the Melbourne Cup trophy and top-drawer entertainment. However, it is the fashion that ignites this tropical northern party and in 2008, will present a spectacular runway show produced by the man who brings it to Brisbane's Mercedes Benz Fashion Festival, Lindsay Bennett.



Images from Essence – An Eye on Fashion 2007

In 2008, guests will feast on the edgiest and most stunning garments from a collection of designers with the opportunity to meet those in attendance, Wayne Cooper and Paul Hunt who will be accompanied by up and coming, avant-garde designer Leigh Buchanan – QLD's runner-up to Juli Grbac in the recently broadcast, Project Runway on Foxtel's Arena.

Presenting designers of Essence – An Eye on Fashion are Alex Perry, Wayne Cooper, Paul Hunt, Easton Pearson, Jayson Brundson, Lisa Ho, Marnie Skillings, Grbac, Flamingo Sands, Myer (menswear and men's swimwear) and Cairns's very own, Vivienne Francine.

Essence – An Eye on Fashion – Runway Show Background Information:

The Show Producer: Lindsay Bennett

Lindsay Bennett Marketing Pty Ltd (LBM) is a relationship-based public relations and event marketing company specialising in premium brand development. While the programs implemented for our clients vary according to their specific needs and desired outcomes, key elements include; events, media relations, brand positioning, strategy development and promotions.

LBM was formed by Lindsay Bennett in 2000, having spent over 15 years working in marketing communications for a number of high profile organisations in Sydney including Cotton Australia and MPAgency. Recognising an opportunity to establish a specialist consultancy in Brisbane, offering senior hands-on event marketing and public relations expertise, LBM offers clients exceptional personal service and professional advice.

We have built a reputation as a strong marketing partner providing innovative and creative marketing solutions.

LBM has extensive experience in staging and promoting large-scale events, launches, fashion parades and high impact publicity campaigns. Recent highlights include: the development and staging of the Mercedes-Benz Fashion Festival Brisbane hosted by Hilton, The Coffee Club Parades at the Royal Queensland Show, The Shape Parades at the Sydney Royal Easter Show, The Courier-Mail Home & Outdoor Living Show, The Sunday Mail Escape Expo, The EveryWomen Expo, Brisbane Arcade's 80th Gala Dinner, and many more high profile events and PR campaigns.

Working with LBM is Sally Bell, director of SJB Events, and former Promotions Director for FPC Magazines. With over 20 years national experience in marketing, PR, Promotions and Events in the publishing and retail industry, her client list includes VOGUE magazines, Yves Saint Laurent, David Jones and the Mercedes-Benz Fashion Festival. During her time at FPC Magazines, Sally was responsible for the management of over 100 events nationally, across 26 titles. Her portfolio of events ranged from VOGUE fashion parades and launch parties, to beauty workshops, reader events for delicious magazine, the Vogue Entertaining & Travel Produce Awards, the Good Food Show and Gardening Australia Live.

As a boutique agency, LBM is in the enviable position of ensuring that all brands within the portfolio are a strategic fit within the company culture. The flexibility and agility of LBM ensures clients are guaranteed the correct mix of services and people to provide a truly focused result.

More: www.lbmhome.com.au

The Emcee, Holly Brisley:

Having started her career as a roving reporter on Agro's Cartoon Connection many years ago, Holly Brisley is today one of Australia's most well known and loved entertainers. Her career has been diverse and has comprised many interesting projects, including both acting and presenting roles. With her role as Amanda Vale on the hit series Home and Away behind her, Holly's career looks set to take on a new and exciting direction – including being named as the new face of Running Bare active wear – a great fit for her healthy lifestyle.

As well as being an accomplished actor and TV presenter, Holly is also in great demand on the speaking circuit as an emcee and is a favourite with audiences throughout Australia and the UK.

Holly was born in Adelaide in January 1978 and when she was 18 months, moved with her family to Queensland's Gold Coast – where the change of lifestyle has had a lifelong impact – she hasn't lived more than 10km from the beach since.

Note: Full profile available in pdf format.

More: www.22.net.au

The Designers:

Alex Perry is Australia's most glamorous designer, by virtue of his magnificent gowns and sensational red carpet eveningwear. **Alex Perry** knows how to make a woman look and feel glamorous, and he has been doing exactly that for nearly fifteen years.

After establishing himself as Australia's premier Couturier, Alex Perry launched his first Ready to Wear collection in 1998, featuring familiar Alex Perry Couture signatures; boned corsetry; hand ruching and feminine silhouettes. The Alex Perry experience is available nationally and David Jones Department Store and at selected boutiques internationally.

In May 2002, Alex Perry launched his Sydney Salon at The Strand. Alex Perry's accessories collection, launched in 2006 and is available at this opulent boutique. The collection features glamorous stilettos, jewelled clutch handbags and bijoux earrings for both evening and bridal. .

Alex has a very impressive clientele including high profile celebrities, social identities and personalities. Favourite *Perry Girls* include: Nelly Furtado, Jennifer Lopez, Rihanna, Elle Macpherson, Linda Evangelista, Eva Longoria, Claudia Schiffer, Sarah O'Hare, Megan Gale, Jackie O, Catriona Rowntree, Sonya Kruger, Tara Moss, Bec Hewitt, Erika Heynatz and Kate Ritchie.

Alex Perry was a pioneer designer at the inaugural Mercedes Australian Fashion Week held in May 1995, and is the only designer to show each year since. Over the past eleven years the Alex Perry fashion shows evolved into what has been described as "the most glamorous show of the week". Perry's runway shows have featured supermodels such as

Linda Evangelista, Megan Gale, Kate Fisher, Alyssa Sutherland, Nicole Trunfio and Lily Cole.

After fourteen years of successfully making women look glamorous in Australia ... the Alex Perry brand has become synonymous with luxury, prestige, glamour and quality.

More: www.alexperry.com.au

.....
Wayne Cooper grew up in London's East End. Despite a strong sense of style and love of fashion, he went to university and completed a law degree. During his early beginnings in a legal career he made a pro-active decision that was set to change his future forever.

In 1985 he made a big and bold choice to come to Australia. Entranced by fashion, he took a job at Sydney clothing store, Masons. After training in fashion design at East Sydney Technical College, Wayne was involved in a successful fashion partnership in Sydney for 7 years. Following this he decided to go it alone; the 'Brave' move occurred and so too, one of the most respected fashion labels was born.

Stylist and former Masons co worker, Jean Ferraud, joined Wayne as Creative Director soon after the launch of BRAVE. Cooper and Ferraud travel overseas annually to Paris, New York and London to select exclusive fabrics from the finest mills and fabric fairs, in conjunction with selling the range.

The rock n' roll sense of fun – spirited, cheeky, irreverent with the romantic tones that defined Cooper's original label BRAVE, influence all of his designs, from the most daring to the strictly tailored.

In 1996 the launch of his signature label, WAYNE COOPER, brought a more exclusive collection to complement the BRAVE label. In just five short years he rose to the top of Australia's fashion industry. In 2002, the BRAVE label was replaced by WAYNE, a youthful, sexy label with a playful mix of surplus to 'op' shop.

Both collections, WAYNE COOPER and WAYNE by Wayne Cooper, each season feature approximately 200 styles and showcase many innovative and exclusive fabrics, which range from silk to jersey, and fine wool to cotton.

"Wayne is dedicated to great fabric," says Jean Ferraud. "He has an instinctive talent for choosing the best. We can look at four hundred jerseys and he will pick the one that will drape the best for a particular design. Not only will it be of amazing quality, it will embody the direction of the collection. Wayne is always 'ahead.' He has an incredible sense of what is coming next."

Wayne Cooper has shown for the past 11 years at Mercedes Australian Fashion Week, which have become must see events, with ranges that consistently provoke a strong critical response. Lavishly styled and produced, Cooper's shows are a combination of sophisticated technology, original venues and sound tracks. They have traditionally featured the best international models, including Amber Valetta, Linda Evangelista, Alec Wek, Sarah O'Hare, Eva Herzigova and Carmen Cass.

Through his collections and spectacular fashion shows, Cooper reveals a multitude of personal influences and fascinations. Each season pays tribute to a fresh muse, a woman of glamour or charm who embodies the spirit of the moment. Past muses have included heiress Talitha Getty and actress Faye Dunaway, Charlotte Rampling and Michelle Pfeiffer.

Wayne Cooper has seven boutiques located throughout Australia, while wholesale's to department stores, including David Jones and Myer, as well as a further 60 boutiques throughout Australia and New Zealand.

Wayne Cooper is currently available at a number of international department stores and boutiques including: Austique of London, and C K Tangs in Singapore.

More: www.waynecooper.com.au

.....

Popular couture and wedding gown designer, **Paul Hunt**, has extended his talent for designing stunning dresses to styling a sophisticated fit-out for his New Farm store in Brisbane.

The upgrade move to his larger, 'bohemian bunker' style premises was essential to meet the need for greater retail space and the demand for his designs by an ever growing list of clients.

To his client's delight, Hunt released his first ready-to-wear collection for 07/08.

More: c/www.lbmhome.com.au

.....

Lydia Pearson and Pamela Easton are the design partnership behind the phenomenally successful brand, **Easton Pearson**. Their business commenced March 1989 followed by first show in Paris in 1998. From their Brisbane base, they supply over 100 stores worldwide and the label is available in 24 countries.

"Our way of working is inseparable from our design ethos. We work in partnership through all passages of our process: planning, designing, finishing, traveling and selling. Personal connections are at the heart of our process and are essential to the way we work. We know our customers, our buyers and our storeowners. We find ourselves often designing for people we know and admire.

Equally essential to Easton Pearson's working method is their approach to fabric. They've been working with a number of artisans in India, Vietnam and Hong Kong for around 15 years to create fabrics with specific garments in mind. "We rarely purchase existing fabrics, rather, we work over long periods of time and through various processes of experimentation to develop our own cloths. We are, of course, continually learning. The process is an adaptive and fluid one. Time is always pressing, so we often find our final designs become responsive to outcomes in terms of the actual fabrics produced, as a consequence, unexpected directions evolve. Once the fabrics are formed, we then work in Australia on the actual production of garments. In practical terms, we design three ranges a year: Spring/Summer, Cruise and Autumn/Winter."

Easton Pearson interests are specific and eclectic - we design for people who are drawn to similar ways of thinking. "We design for women who are quite possibly interested in art as much as fashion, who are interested in details and in visual plays. We want women to take our garments and make them their own. We don't stand away from trends but we interpret these trends a little differently, a little idiosyncratically, a little privately based on our own interests. The sensuality of fabric against skin is important to us. We mainly use natural fibres, we are attentive to how the textures feel, how the seams are finished, how the fasteners might be touched. We believe in intimate attention to all aspects of the making process."

More: www.eastonpearson.com

.....

Lisa Ho has been at the forefront of the Australian fashion industry for the past 24 years. Like many of Australia's fashion designers, fresh out of college in 1982, Lisa Ho started her career at a Sydney market with her designs that quickly brought her retail and media attention and began the Lisa Ho brand.

The Lisa Ho brand has continued to build into one of the most recognized brands in Australia and has a strong celebrity following with signature pieces being worn by Sarah Wynter, Elle Macpherson, Sophie Monk, Olivia Newton John and Jennifer Lopez.

Lisa Ho gowns have been worn by Nicole Scherzinger from the Pussycat Dolls, Clara at the NY MTV Awards, in addition to Alicia Witt, Annabeth Gish, Carmen Electra, Jenna Elfman and Tyra Banks at red carpet film premieres.

Lisa travels widely, quietly watching the way people go about their lives and the changes in the world they're moving in. And it's always done through a designer's eye.

"I think if you're a designer, you look at all forms of design – at television, art, music – everything influences you."

Today Lisa Ho has culminated in a national signature store base of 10, an exclusive department store arrangement with Australian retailer, David Jones and representation in over 250 boutiques both local and internationally.

More: www.lisaho.com

.....

Juli Grbac's most recent claim to fame was as the winner of Australia's inaugural Project Runway. Her label **Grbac** pioneers a lighter, softer, prettier look. She embraces femininity, simplicity and individuality. She has an exquisite eye for pattern making, cutting and delicate sewing, transforming her fabrics into delicate couture, from her own fair hand, which is her calling card.

Juli started her career in primary school where she made and sold pencil cases to her friends, buying shoes and fabric with her profits! After she graduated senior year, Juli enrolled at Gateway TAFE, and soon became 'Student of the Year'. A short time after, Juli took a job at Easton Pearson, where she relished the challenge of working for a successful Australian label and her industry knowledge grew. In 2000 Juli relocated to

London where she became a student at prestigious design school St Martins, which proved to be an important step in the young designer's life.

While studying, she started working at Voyage, the boutique famous for its A-List clientele in the store's design room. She spent days, constructing garments for little pay, but gaining valuable experience. In her breaks she would sit in the fabric room and dream about her future.

In 2002 Juli's label Grbac was born, specializing in camisoles and fragile dresses, her signature gamine designs became an instant hit with local boutiques. Today, her small business is booming, with her collections walking out the door at Kisses as quickly as they arrive.

Juli is passionate about her label like most designers, and is committed to the quality of each garment, she creates and manufactures them on her own. She has many high profile followers for whom she makes signature pieces.

Grbac was part of the New Generation group at Mercedes Benz Fashion Week (MBFF). Juli's designs closed the show and this will be only the beginning. She promised (and then delivered) MBFF guests a show of lovely pieces that were not only covetable – but also effortlessly enhanced a woman's innate style.

More: www.grbac.com.au

.....

Jayson Brundson – the label – is aimed at women who take an emotive pleasure in the appreciation of modern elegance with a whiff of cinematic drama. Taking inspiration from the lives and looks of iconic women of great individual style, the label encompasses day and evening wear creating an aura of contemporary glamour.

Jayson Brundson has been involved in the fashion industry for the last 20 years – first as an illustrator and stylist and more recently as creative director for the Australian fashion brand, Morrissey. Jayson's client list includes HRH Crown Princess Mary of Denmark, Linda Evangelista and Naomi Watts.

More: www.jaysonbrundson.com

.....

Pistols at Dawn is the in-house ready to wear label of The Cloakroom, creating modern wardrobe basics. The Brisbane-based design-duo, Andrew Byrne and Josh McPherson manage to combine tailoring techniques with an Australian sensibility for their label to watch. Lightweight fabrics and linings and silhouettes that are contemporary enough to be cool without sacrificing a dash of masculinity have the menswear market stitched up. The cut of the jackets, colour of the shirts and fresh shorts all combined to make sure the Pistols and Dawn presentation went off at MBFF in August 08 without a single backfire.

More: www.pistolsatdawn.com.au

.....

Marnie Skillings is based in Sydney. She debuted her eponymous label in 2000 at Australian Fashion Week in a ready-to-wear group show with fellow graduates of the Australian Fashion Industry's incubator, The Fashion Design School at East Sydney Technical College. That first show revealed Skillings' singular ability to combine a sophisticated feel for cut, colour, print and texture in her work with a very definite sense of fun – all underpinned by a strong narrative thread.

There followed collections inspired by such whimsical and disparate jumping-off points as the pattern on a broken china cup found buried in the dirt, to the jubilant shades of the Mexican Day of the Dead Festival – to the contagious joy and spirit pervading dance performances and the circus. Though Skillings paints a pleasingly broad stroke when it comes to her inspirations, her design signatures remain tightly focussed and can be readily perceived.

The label is known for the use of high calibre natural fabrics – be that soft, washed silks, Italian merino wools or hand-loomed lace made in France; for original prints, which the designer creates herself; for blending modern shapes and moods with flavours and techniques of the past; and – perhaps most importantly – its wearability. These clothes have personality without being intimidating or dictatorial. You wear the clothes – they don't wear you.

What the designer calls the 'Marnieness' of her garments is perhaps best described in terms of their versatility: It is a way of dressing.

More: www.marnieskillings.com.au

.....

Flamingo Sands is a fashion swimwear label that has quickly established itself as one of the most innovative and glamorous brands to come out of Australia.

Since starting out in 2004, the Flamingo Sands swimwear label is now stocked in more than 50 of Australia's leading boutiques. As well as prestigious stores such as Harvey Nichols, Selfridges and Coco Ribbon in the UK, they are stocked internationally in Harvey Nichols Dubai, Beams Japan and The Aman Resorts Bali. Next stop is the USA.

Flamingo Sands resort and swimwear designs have been seen on the world's most glamorous women such as Kate Moss, Giselle Bündchen, Nicole Richie, Jessica Simpson and Rachel Zoe.

Seriously flirty and always stylish – this latest collection titled 'A Wonderful Life' – tells the story of a girl who loves to dazzle, whether in one of Flamingo Sands' best selling triangle bikinis or perhaps in one of the balmy bandeau shapes. There are also head turning one-piece styles that offer more coverage for the girls who prefer to keep those areas for the privacy of the cabana, floaty silk chiffon caftans in various styles, soft feel oversized tees and a gorgeous beach pant.

Flamingo Sands has gained a reputation for its use of luxurious and exclusive imported fabrics and this season is no exception with a wide range of bold prints on offer. Stand out prints are wild 80's animal print, tie-dye, feathers, multi-coloured graffiti splatter, butterflies and swallows.

Wonderful Life - by Flamingo Sands - Summer 08/09 Collection

This season's highlight colours are a magical emerald green, hotter-than-hot pink and black. Getting in the deep end with some glam has never been this easy - just add water and a pair of killer heels and shades.

The Flamingo Sands Summer 08/09 collection screams colour and effortless chic and this season is more accessible than ever with prices that will delight the savviest of sexy shopper - so don't stop at just one.

More: www.flamingosands.com

.....

Vivienne Francine discovered an affinity with sewing from a young age and found her true inspiration when her mother bought her a sewing machine for her 18th birthday. "My grandmother was an exceptional seamstress and sometimes I can feel her guiding my hands. Even though I am self-taught, I have devoured every sewing book that has existed. I also thought I could have made great furniture. Fashion design and drafting is technical and if the gradings don't fit, neither will the garment.

"My on the job training began at Rusty's Market in Cairns, making sarongs, peasant blouses and scrunchies in 1989, and then after a stint overseas returned to Cairns and began trading at The Pier's Mud Markets in 1991 and that is where I spent the next five and a half years. I sewed all week and sold on the weekend. My customers who are still with me today remain loyal throughout my growth and remember the Mud Market with affection."

When Cairns Central was built in 1997 Vivienne was at a crossroads and taking the leap to a major shopping centre was a challenge, - but 11 years on and the label is still growing and looking forward to the future.

As Cairns' only presenting designer at Essence, Vivienne regards it as the pinnacle for showcasing her career and makes a special thank you to Hilton Cairns for the opportunity.

"This will be the third year I have been involved with Essence and I am thrilled to take part. My theme for this year is a little girly, sexy, strong and colourful; my inspiration has evolved and as we speak - I am still sewing it. I feel the presentation is a bit Moulin Rouge in the 1920's," she said.

More: Vivienne Francine Designs Shop1, Cairns Central Shopping Centre CAIRNS Tel: 074031 5700 Email: Vivienne@austarnet.com.au

Ends

EVENT

INQUIRIES: Lisa Minikas, Marketing Executive, Hilton Cairns
Tel: 07 4052 6753 Email: lisa.minikas@hilton.com

MEDIA

INQUIRIES: Pip Miller PR Mob: 0419 681543 Email: pip@pipmillerpr.com.au



MEDIA INFORMATION

Essence – An Eye on Fundraising



Essence – An Eye on Fashion is presented by Hilton Cairns in conjunction with Cairnseye magazine. This event is the city of Cairns' social event of the year and is a sensual and stylish blend of fashion, food, fundraising and entertainment.

In its third year, Essence – An Eye on Fashion, will continue its fundraising tradition to benefit Leukaemia Foundation. In its first and second years, Essence has helped raise a total of \$50,500 (\$22,500 in 2006 and \$28,000 in 2007).

In February this year, Hilton Hotels of Australia announced details of a national fundraising partnership to consolidate its charitable work to benefit the Leukaemia Foundation.

At the time of this announcement was made, Mr Peter Johnstone, Leukaemia Foundation of Queensland's Chief Executive Officer said he was thrilled Hilton Hotels of Australia agreed to form a partnership which aims to raise awareness and funds for patients and their families living with leukaemias, lymphomas and myeloma.

"Hilton's commitment to the Leukaemia Foundation is a wonderful example of how large corporations can work in the community and make a tangible difference to the lives of people who are living with these life-threatening diseases.

"Hilton Cairns has been a large supporter of the Leukaemia Foundations for a numbers of years and in particular, the Essence – Eye on Style fashion events. The development of the relationship to a national level is extremely exciting and one that the Leukaemia Foundation is honoured to be a part," said Mr Johnstone.

This year's event will once again comprise a charitable auction that includes valuable jewels from Hardy Brothers Jewellers, sporting memorabilia and more.



Overseeing this will be Leukaemia Foundation ambassador, Kimberley Busteed – who was also a special guest at last year's Essence – An Eye on Fashion.

Despite her youth, the glamorous 19 year old from Queensland's industrial town of Gladstone won her place to represent Australia in Mexico for the world crown in May last year. And while she didn't return home victorious, she is proving a propensity for hard work and skill at fundraising. Miss Busteed lost her brother to Leukaemia and is therefore very passionate in her drive to support all fundraising efforts

fighting the disease.

Ms Busted is destined to make a stellar entrance at this year's event when she arrives with Hardy Brother's Jewellers' hand-crafted, 18 carat gold, Melbourne Cup trophy.

According to Mr John Mansfield, National Manager, Hardy Brothers Jewellers, "Our company is proud to have created and supplied the Melbourne Cup for the past 28 years. We have been careful to preserve the tradition in the making of the trophy, adopting exact craftsmanship techniques in place since 1919. There are 34 hand-made, 18 carat solid gold segments, pieced together with purpose made pins and rivets instead of modern solder, retaining the heritage and tradition for which the Melbourne Cup stands for. The cup takes in excess of 200 hours to make."

Ends

EVENT

INQUIRIES: Lisa Minikas, Marketing Executive, Hilton Cairns
Tel: 07 4052 6753 Email: lisa.minikas@hilton.com

MEDIA

INQUIRIES: Pip Miller PR Mob: 0419 681543 Email: pip@pipmillerpr.com.au



MEDIA INFORMATION

Essence – An Eye on Food



Essence – An Eye on Fashion is presented by Hilton Cairns in conjunction with Cairnseye magazine. This event is the city of Cairns' social event of the year and is a sensual and stylish blend of fashion, food, fundraising and entertainment.

This year, guests will feast on a delicious banquet of flavours from an inspired menu showcasing the Tropical North and its bounty of produce. Hilton Cairns' Executive Chef, Thomas Pirker has carefully created a menu to delight and exceed the expectations of guests, and along with Australia's celebrity chef, Jimmy Shu of Hanuman fame, the food is destined to take centre stage.

Essence fashion Parade Menu

17 October 2008

Welcome Cocktail Party

Cold canapés

Lobster with lime, avocado & chilli on potato cracker
Spiced rare beef, Sezuan pepper on rye bread
Marinated barramundi tartar on whole meal bread
Grilled tofu with capsicum aioli, chives

Hot canapés

Steamed Shao mai, sweet chilli sauce
Baked Bocconcini & tomato tartlets, basil pesto
Potato spinach Aranchini with salmon roe, dill sour cream
Crispy chicken Filo, curry dipping sauce
Thai Fish cakes on sugarcane and Tzaziki

Cocktail Party

Seafood and Sushi Bar large ice sculpter & Fish bowls

Oysters opened to order and varieties of shooters; sauces, toppings and oyster condiments
Sea scallops served in shell with Daikon cress and pickled ginger
Local Prawns & bugs on ice with condiments
Seafood cocktails lemon dressing & salmon roe
Tuna & king fish carved by Sushi chef and presented on plates with condiments, chopsticks, assorted Nori rolls and Nigiri sushi on platters

BBQ and Wok station & live carving

Slow roasted lamb back strap with five spices live carved and served on crushed Kipfler potatoes, Truffle jus
Local Reef fish from the BBQ served on shaved pumpkin celery salad & tomato citrus salsa
Chicken stir fry with egg noodles, vegetables and Thai basil

Jimmy Shu Food Station

Oysters "Jimmy Shu"
Barramundi in tasty tumeric sauce
Red duck curry
Ocras marsala
Basmati rice

Cheese & Tropical Fruit Station with Tropical Fruit display

Varieties of seasonal and tropical fruits, bamboo skewers, yoghurt dipping sauces and fruit coulis around a large ice carving
Australian fine cheeses with accompaniments (dried fruit, walnut prun log, nuts, crackers)

Dessert buffet served on Perspex plates and special lightning

Mini Choux, Éclair, Religieuse
Fruit mousses – Strawberry, raspberry, mango, passion fruit & Kiwi fruit
Mousse – Dark chocolate Ganache, light dark & milk chocolate mousse
Tartlets- lemon, strawberry, fruit
Macaroons – pistachio, lemon
Chocolate dipped strawberries on trees
Ice cream pass around on Perspex plates (try ice)
1 large sugar-chocolate sculptor

Ends

EVENT

INQUIRIES: Lisa Minikas, Marketing Executive, Hilton Cairns
Tel: 07 4052 6753 Email: lisa.minikas@hilton.com

MEDIA

INQUIRIES: Pip Miller PR Mob: 0419 681543 Email: pip@pipmillerpr.com.au



Hilton

Cairns

MEDIA LAUNCH

Essence – An Eye on Fashion

- DATE:** Tuesday 7 October, 2008
- TIME:** 10am
- PLACE:** Hilton Cairns Grand Ballroom – First Public Unveiling following \$1 million upgrade to event space
- WHAT:** Media Launch of 2008 Essence – An Eye on Fashion – that will occur on **Friday, 17 October 2008 from 7pm at Hilton Cairns.**

As a member of Cairns media, you are invited to join **Hilton Cairns' General Manager, David Kelly** as he acknowledges this year's event partners and provides a brief overview of what's in-store for Essence – An Eye on Fashion 2008.

Cairns' very own finalist in **Make Me a Supermodel**, 18 year old Kassandra Zandt will attend this media event – wearing one of Wayne Cooper's dresses from his latest Spring/Summer 08 collection and jewels from Hardy Brothers Jewellers.

It will also be an opportunity to savour and taste, the event's trademark cocktail, **Diamond Champagne**. This sparkly blend will be the same that guests will receive on arrival to Essence. Each flute will contain a gem at its base – that will be collected and tested (by Hardy Brothers Jeweller's resident gemologist) to determine whether it is a genuine diamond from Hardy Brothers Jewellers or a cubic zirconia. One luck guest will receive the genuine article – valued at \$5000 – to take home.

Note: The inaugural event's diamond champagne winner, Niki Johnston has confirmed attendance at today's media launch.

ABOUT

THE EVENT: Hot on the heels of its runway success in 2006 and 2007, Hilton Cairns and Hardy Brothers Jewellers, in conjunction with Cairnseye, will once again play host to Essence – An Eye on Fashion.

In its relatively short history, Essence has positioned itself as the region's most hotly anticipated and highly regarded fashion event – a night so special it successfully celebrates all the many and varied elements of Australian glamour using a stylish and sensual blend of elements...sight, sound, smell, touch and taste...

From fine champagne and fabulous food to fundraising for Leukaemia Foundation, inspired entertainment and this season's latest a-list designer fashion direct from the catwalks of Australia's Mercedes Benz fashion weeks in Brisbane, Sydney and Melbourne – Essence has it all and more...

Add to that, Hilton Cairns unveiling of its new, million dollar event space – that will provide this perfect venue and backdrop to this year's celebration.

FASHION: Easton Pearson, Pistols at Dawn (QLD menswear label), Wayne Cooper, Flamingo Sands (women's swimwear), Myer swimwear (men's swimwear), Marlie Skillings, Vivienne Francine (Cairns), Grbac (Julie Grbac winner of Project Runway), Jayson Brunsdon, Lisa Ho, Myer Menswear (including Hugo Boss suiting), Alex Perry and Paul Hunt.

CELEBRITY: Celebrity guests include Holly Brisley, emcee of runway show, designers Wayne Cooper and Paul Hunt, QLD's runner-up of Project Runway, Leigh Buchanan and Leukaemia Foundation ambassador and former Miss Universe entrant, Kimberley Busted.

EVENT

PARTNERS: Hilton Cairns and Hardy Brothers Jewellers, in conjunction with Cairns magazine.

EVENT

SPONSORS: Mercedes-Benz, Pernod Ricard Australia, Simon George, Myer Stageworks and Heineken

SPOKES

PERSON: David Kelly, General Manager, Hilton Cairns

MEDIA

INFO: Media Kit will be supplied or can be downloaded from www.pipmillerpr.com.au Images on request.

ISSUED: Friday 3 October 2008

EVENT

INQUIRIES: Lisa Minikas, Marketing Executive, Hilton Cairns
Tel: 07 4052 6753 Email: lisa.minikas@hilton.com

MEDIA

INQUIRIES: Pip Miller PR Mob: 0419 681543 Email: pip@pipmillerpr.com.au