



PRE-EVENT MEDIA CALL **Essence – An Eye on Fashion**

DATE: Friday 17 October, 2008

TIME: 1pm

PLACE: Hilton Cairns Grand Ballroom

WHAT: Meet and Greet with Essence fashion show emcee and special guest, Holly Brisley and the arrival of the Emirates Melbourne Cup Trophy 08.

After arriving on a 12 noon flight, Holly will meet and greet local news Media in the lead up to the evening's event.

Holly Brisley is 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.

Holly will be joined by designers-in-residence, Brisbane's own bespoke Designer, Paul Hunt, Project Runway runner-up, Leigh Buchanan and Fashion event production manager, Lindsay Bennett. Hilton Cairns General Manager, David Kelly will also be available to talk with media in the lead up to this very special night for Tropical North Queenslanders.

Also present will be Hardy Brothers Jewellers very special hand-crafted Emirates Melbourne Cup 2008 trophy. As tradition dictates, the cup will make a special entrance at Essence – An Eye on Fashion – carried carefully to the photographic podium by Leukaemia Foundation ambassador and former Miss Universe entrant, Kimberley Busted.

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), Marnie 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 Busteed.

QUIRKY: Guests welcomed with flute of 'diamond champagne' – and chance to win \$5000 diamond from Hardy Brothers Jewellers. Only one lucky guest will have the real and genuine article at its base. The resident gemologist will determine whether guests have the real deal – others are still lucky in that they are invited to take home their own cubic zirconia.

EVENT

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

EVENT

SPONSORS: Mercedes-Benz, Pernod Ricard Australia, Simon George, Myer Stagewerks 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

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MEDIA

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