

Arts &
Cultural
Exchange

Media Coverage

100% West



Designer, GTAB with her team of models and musician, BillyMaree at 100% West: *Five Diverse Designers from Western Sydney.*
Photo: Alicia Scott 2020



Collection by Chainmail with performance from Seupy at 100% West: *Five Diverse Designers from Western Sydney*.
Photo: Alicia Scott 2020

100% West

Things to do



“Five inventive designers showcase their talents and the diversity of Western Sydney” Parra News 26/10/2020

<https://www.timeout.com/sydney/things-to-do/100-west>

Western Sydney fashion designers make a statement at 100% West runway show

ABC Radio Sydney / By Matt Bamford and Dayvis Heyne

Posted Fri 20 Nov 2020 at 12:09pm





ABC Sydney

20 November at 15:30 · 🌐

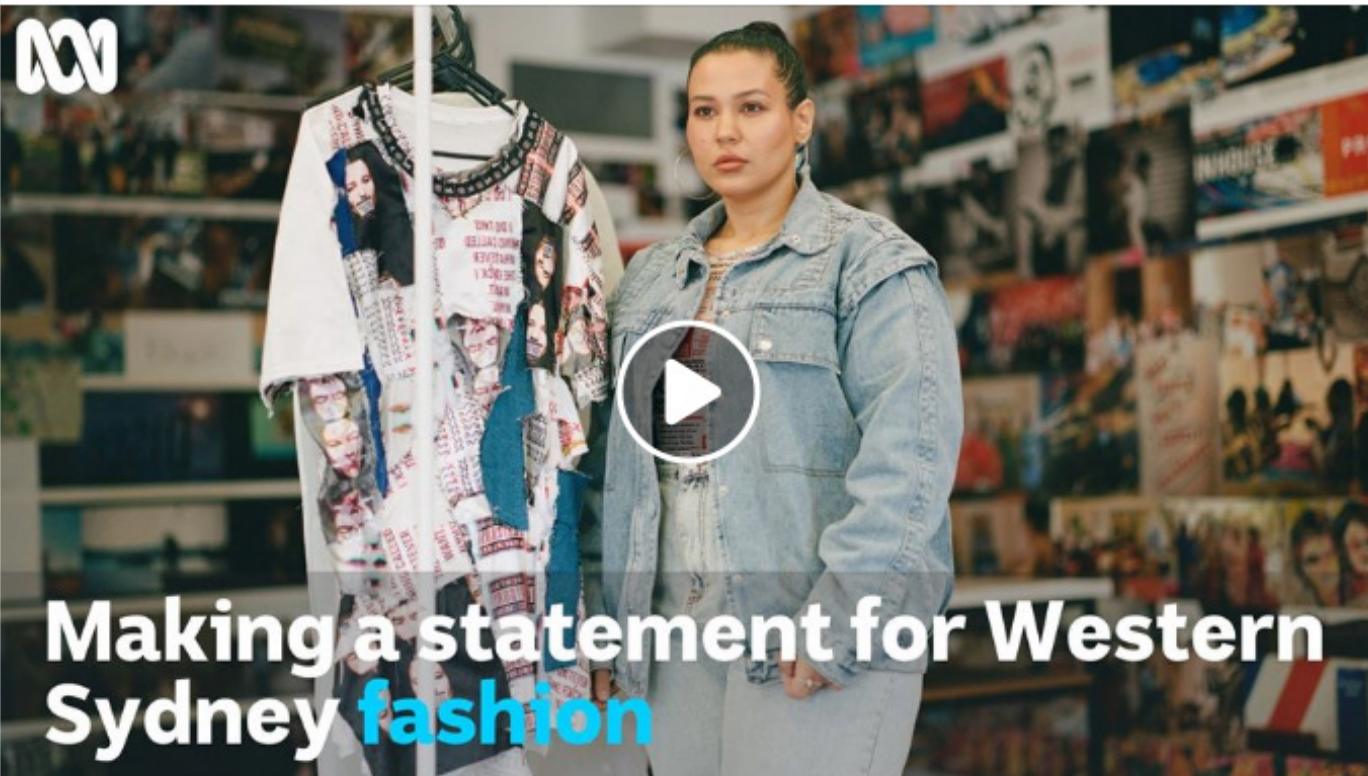


Wearing where you're from.

Western Sydney fashion designers are catapulting themselves to the front of runways, leaping off the shoulders of community pride and a distinct Sydney identity.

Socks with the Mount Drutt postcode, shirts that mix faces and places from the suburbs, and clothes that explore culture.

The designers will be showcasing their work at the 100% West runway show this week, organised by community groups [Information and Cultural Exchange \(ICE\)](#) and [opnsrc.co](#).



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Western Sydney fashion designers step up



Kimberly Reyes (in design by Nicole Oliveria), Momolu Sirleaf (By Rejjie) and Ariel Kozelj (GTab) prepare for 100% West on November 21. Picture: John Feder/The Australian

By **GLYNIS TRAILL-NASH**

10:30AM NOVEMBER 20, 2020

Glynis Trill-Nash "Western Sydney Fashion Designers Step Up" The Australian 20/11/2020

https://transition.meltwater.com/paywall/redirect/QQclvo_20MUFIYLbbEckZ5CJcQo

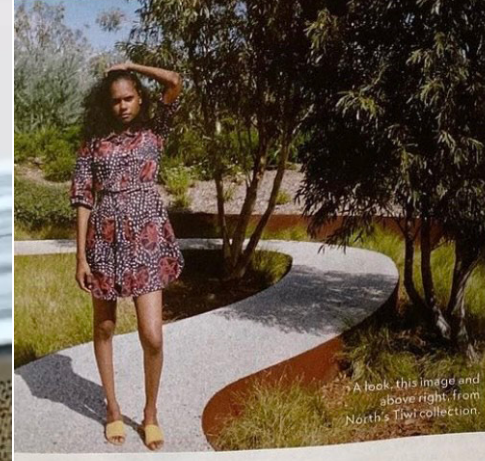
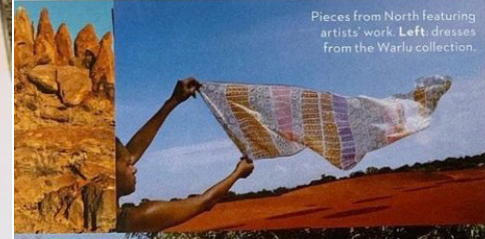


Rogers, in Yuendumu, a town 350 kilometres north-west of Alice Springs, with her grandchildren and son. "I've been painting for a long time," says Rogers. Her designs are bush tucker stories or "seed dreaming", tales passed down through generations and now on the clothing of Darwin label North, which includes the label's director Crystal Thomas. A jumpsuit in black with Nakamarra patterns and white brushstrokes, it carries ancient cultural meanings. Rogers is wearing it," Thomas says. Not Indigenous herself, but with a focus on Indigenous members like Samara Fernandez Brown – a member of the label's community publication – she founded North for First Nations stories. Six years in, and with a third collection, Rogers played a reviving role: speaking with a senior artist from the Tiwi community, Mungatopi, Thomas learnt that screen-printing had stopped at the end of the 1970s. "[Mungatopi's] dream was to see her family's designs on fabric and fashion," she remembers. "It was very emotional when the designs were passed on and they got passed around the community." Fashion has become an avenue of discovery to the artists who work with the label. "You can only see Indigenous art if it were displayed in your home or at a gallery," says Fernandez Brown. "I hope people see Indigenous Australia is an absolute gift." A member of the Code, which promotes ethical trading, North is a line from Nakamarra Rogers to the rest of the world. "I hope they learn about the label," she says. "Learn where my parents come from." AB



NICOLE OLIVERIA

Filipino-Australian designer Nicole Oliveria's grounded pieces are at once an open visual dialogue of introspection and a homage to those who matter most – her ancestors, family and the diverse Western Sydney that she calls home. "I am what I am because of my ancestors, and I will be them because they are of me." Much of Oliveria's self-assurance she credits to her upbringing, strong ties in the Filipino community in Mount Druitt, and watching her mother and aunt hone their craftsmanship as seamstresses. While family history is at the root of her work, Filipino traditions and modern Western styles lend her designs a sense of coherence, togetherness and sincerity. Oliveria imbues familiar codes by taking garments, such as blue jeans, and adding elegant finishes that relate back to traditional beading and embroidery. "It's a very intuitive process. At first, it seems like a clash but they end up working in harmony with each other," she says. For example, *piña*, a woven textile with pineapple fibres manufactured in the Philippines, is layered with offcut lace and iridescent beading or paired with a repurposed suit jacket. What started off as questions as simple as 'Who am I?' and 'What is the home?' quickly evolved into a reinterpretation of Filipino and Australian culture. Her autobiographical collections bring to light the complexities of the diasporic Filipino identity, to tell the story of what she describes as her hybrid lineage. "It's about the duality of cultures I exist in and that in-between space." KT



"Australian emerging designers to watch" Vogue Australia January 2021 Edition

WHAT'S ON **AND** WHERE

MUST DO



Fashion celebrates western Sydney creativity

Information and Cultural Exchange (I.C.E.) Parramatta is hosting a fashion show where five emerging western Sydney labels will premiere their unique street wear collections. '100% West' is a celebration of western Sydney's roots in street fashion and sports brands, and the symbiotic relationship between fashion, style and music in western Sydney. The designs will be showcased to an exclusive live audience in Parramatta, and will be streamed online from 7pm on Saturday, November 21. A donation is required to view the show. Visit www.ice.org.au/project/100-west.



Open Day will be fun for all

Jumping castle, snacks and activities at Scribbles and Giggles free open day on November 18 from 7.30am to 6pm in South Granville.



Learn to cook online

Watch an online cooking demo each night from November 17 in the Parramatta Lanes digital broadcast. www.parramattalanes.com.au.

COMMUNITY NOTICEBOARD

Rotary Club of Parramatta City • Fortnightly meetings
parramattacityrotary.org.au

Lions Club of Parramatta
New members welcome
0403 232 101

Parramatta Chamber of Commerce • Regular events
parramattachamber.com.au

Community Migrant Resource Centre
9687 9901

PARRAmeeters social group
Regular outings and events
meetup.com/PARRAmeeters

The Salvation Army Auburn
Various services available
8644 0116

PCYC Parramatta
107 George St, Parramatta
9635 8242

NSW SES Parramatta Unit
24 hour help available
13 25 00

Sydney Broadway Chorus
Music classes and workshops
0434 486 125

Parramatta Park Walking Group • Saturdays 8am
0487 174 755

Westmead Parramatta Park Walkers • Saturdays 9am
ruth49@tpg.com.au

Homicide Victims' Support Group • 24/7 hotline
1800 191 777

Relationships Australia
Various services available
1300 364 277

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