

blondes to BRUNETTES

Thursday 27 November 2009

Prahran salon Blondes to Brunettes launches fashion friendship with RMIT University

Boutique hair salon Blondes to Brunettes joins RMIT University to launch a fashion friendship that will see some of the university's top up-and-coming fashion talents on show at the Prahran salon in 2010. The unique collaboration will provide fashion design students with the opportunity to gain valuable exposure for their creative work.

November 30th 2009 will mark the launch of the **2010 Blondes to Brunettes + RMIT Fashion Friendship: 365 Days of Design by RMIT Fashion Design Students.**

The unique collaboration between **RMIT University** and **Blondes to Brunettes** will see the Prahran hair and beauty salon's window transformed into an exciting exhibition space showcasing installations by RMIT's top up-and-coming fashion design talents.

Student creations will be exhibited on High Street – one of Melbourne's most prominent shopping strips. Exhibiting students will also receive a complimentary professional photo shoot, an album of digital images, and assistance with promotional materials, media exposure and PR.

RMIT University Fashion Lecturer Peter Allan congratulates **Blondes to Brunettes** for supporting young designers.

"This friendship between **RMIT University** Fashion Design and **Blondes to Brunettes** provides a great opportunity to our third year fashion students to get some fantastic exposure for their work. Fashion at RMIT is about being cutting edge and experimental which follows the same ethos as B2B," Mr Allan says.

In the spirit of the season, **RMIT University** students Takahiro Kunitoshi and Ayisha Tutone will debut their creation in the **Blondes to Brunettes** window this month with a joint interpretation of the concept of giving.

Blondes to Brunettes owner Jane Smith says that the link between the fashion, hair and beauty industries is inextricable.

"We are proud to support **RMIT University** Fashion and some of Australia's top fashion designers of the future by providing a platform for exposure as we are all a part of the same vibrant creative community," Ms Smith says.

The fashion friendship is set to run through 2010 and beyond.

RMIT University continues its commitment to quality fashion relationships, adding this friendship to its student showcase partnership with the L'Oreal Melbourne Fashion Festival.

Blondes to Brunettes has previously exhibited creations by RMIT graduate Nadia Pearse of Made In Donald and current student Stacey Berry. The salon has also hosted a standout installation by eco-friendly wrapping paper brand Wrapped by housemousetm.

--- Ends ---

For more information, interviews or images contact:

Aleksandra Rogulic
Boutique54 Communications
P + 61 412 077 846
E Aleks@boutique54.com.au
www.blondestobrunettes.com.au

Kelly Bosman
RMIT College of Design and Social Context
P +61 3 9925 5033
E Kelly.bosman@rmit.edu.au
www.rmit.edu.au