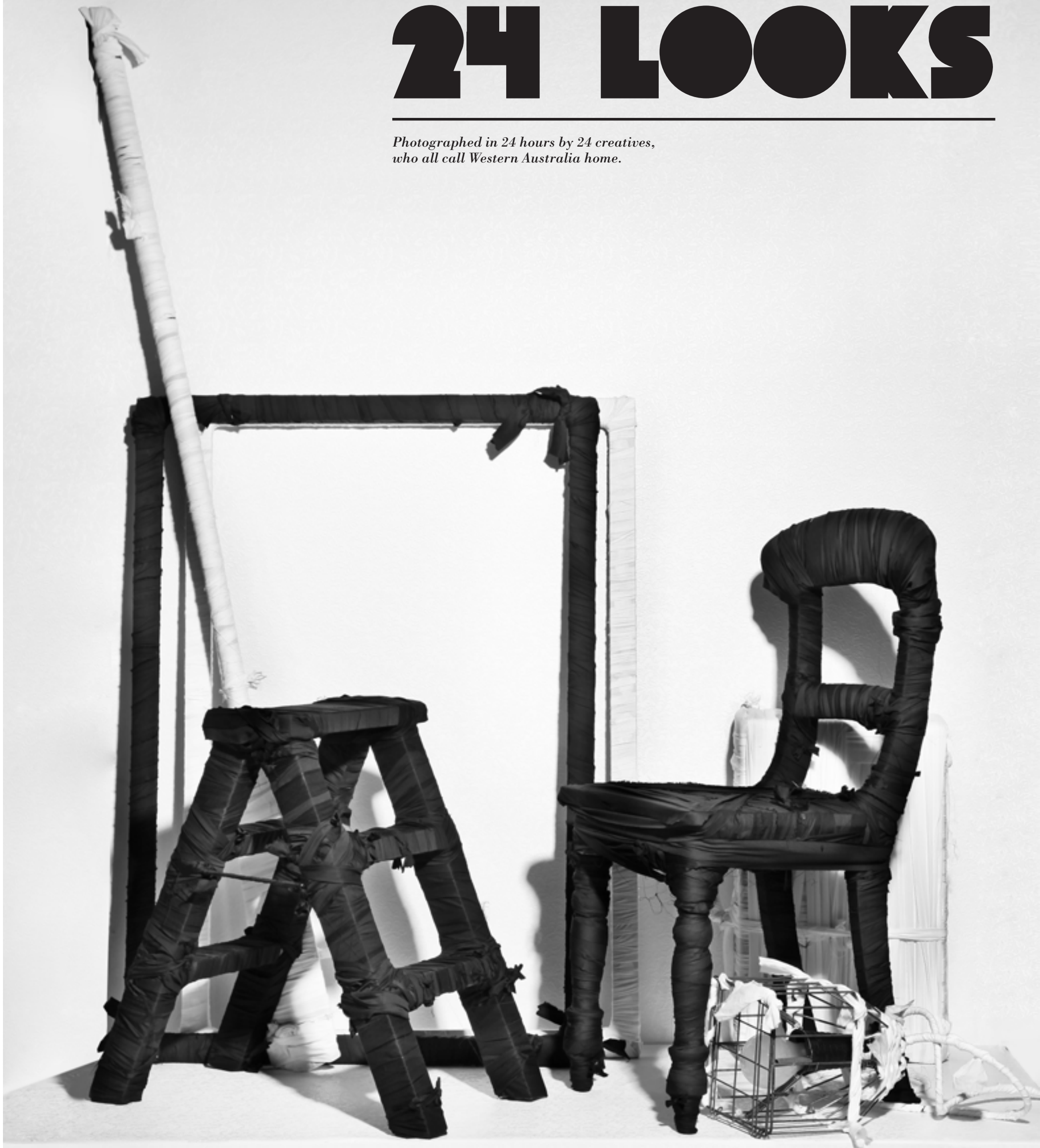


24 LOOKS

*Photographed in 24 hours by 24 creatives,
who all call Western Australia home.*






AURELIO

Fashion Designer
Aurelio Costarella

WA born designer Aurelio stems from Italian lineage, which may explain his passion for mixing cultures and sensibilities. Since launching his signature label in 2000, his designs have been admired and worn by a plethora of celebrities including Dannii Minogue, Tyra Banks, Rihanna, Naya Rivera, Tina Arena, and Dita Von Teese. Based in the world's most isolated city, Aurelio has earned a formidable international reputation and turned his local company into a global brand. This was cemented in 2009 when Aurelio received the International Achievement Award from Fashion Group International. 24 Looks features the Aurelio Costarella summer 2011/12 collection, Illumina. Let Illumina's rays shine bright and the colours of the universe wrap around our frames.

*Studio and Store
23 View Street
North Perth, WA, 6006.
(08) 9227 6535
info@aureliocostarella.com
www.aureliocostarella.com*



LEE

Hairdressers

***Lee Preston**
[2008 AHJ Australian Masters Award]
Barney Gleeson
[AHFA WA / NT Hairdresser of the Year 2011]*

***Jess Panizza**
[2011 Harpers Bazaar, Grazia / GHD Session Stylist Search winner]*

***Lewis Stanford**
[2011 Harpers Bazaar, Grazia / GHD Session Stylist Search runner-up]*

Whether it's an intricate up-do, a serious five-point cut or interesting shade your locks crave, Lee Preston Hairdressing is the go-to team. Directors Lee and Simon Preston's motto — to strive to bring together individuals who share their passion for excellence, innovation and creativity in order to create a salon culture of the highest professional standard — sees them scoop many an award, including Australian Salon of the Year 2010... whilst having fun to boot.

*Salon
155 Angelo Street,
South Perth, WA, 6151.
(08) 9367 3668
leepreshair@aol.com
www.leeprestonhair.com*



Photographer
Penny Lane

As her name implies, this gal was born with kaleidoscope eyes. Penny is a WA visionary with a bi-coastal base in Melbourne, Victoria. Winner of the highly-coveted Qantas SOYA award for the photographic category in 2010, Penny is an experienced image maker whose interest in art, fashion and music has seen her work with some of Australia's brightest stars. The ability to conceive and execute a campaign from start to finish makes Penny one of our nation's most promising young photographers.

penny.lane@inet.net.au
www.pennylanephoto.com.au



Make-up artists

Erin Butcher
Hendra Widjaja
Emma Gentile

A contemporary cosmetic powerhouse, Gen Y-er M.A.C (Make-up Art Cosmetics) was born in 1984 to fill the needs of professional make-up artists. Its collection of colours, products and tools surpass the demanding lighting and studio conditions under which the pros work. M.A.C believes its attitude lives in its artists and chose Hendra Widjaja to head up the team for 24 Looks.

Hendra arrived in Perth from Jakarta in 1993 with a liquid liner and blush brush in hand. A M.A.C sponsored artist since 2001, this chameleon juggles his time between the real and the fantasy – creating catwalk eyes for fashion weeks around the world and painting the perfect pout on the miniature faces of Super Dolls.

www.maccosmetics.com.au

AMY



Graphic Designer
Amy Moffatt

Hailing from the infamous Glasgow School of Art, Amy is a graphic designer producing dynamic creative for clients across the globe. A newbie to 'The State of Excitement' (via Scotland, New York and Hong Kong) Amy's designs can be seen across a diverse range of industries such as theatre, hospitality and fashion, with current clients including Perth Theatre Company, CODA Architecture and Eastwell Estates winery. Amy is a high-watt kind of girl (with a penchant for big earrings) who lives by her artistic mantra – to create beautiful and effective visual identities for all to enjoy. 24 Looks is just one.

amy@amymoffatt.com
www.amymoffatt.com

PAUL & ALY



Ideas Man
Paul O'Connor

A pop-culture junkie, Paul has always claimed the disco and the department store as his tribal land. Growing up in suburban Perth under the Generation X banner, his cultural beliefs are dictated by media fantasy as he intersects with different creative paths – textile artist, creator of public art, stylist and his current incarnation as Brand Manager for Aurelio Costarella. Mastermind behind 24 Looks, this is his way of 'spruiking' the incredible creative talent Western Australia has to offer the world.

paul@aureliocostarella.com

Prop Mistress
Aly May

A fashion all-rounder is what we dub Aly. This doyenne is a renowned show caller, event organiser and stylist, not to mention the lead creative behind WA's premiere fashion event, StyleAID. Taking time out from her role as SPO, Designer Fashion for the Department of Culture and the Arts, Aly's exquisite talent for wrapping up props was put to great use in 24 Looks.



Thank You

Christine Gibson for her magical play on words
 Chris, Tracey and Caroline at Vivien's www.viviensmodels.com.au
 Tanya and Vanda at Chadwick www.chadwickmodels.com
 Melissa Sulcs-Alder for knowing her Left from her Right
 Shoes — Myer www.myer.com.au
 Accessories — Post Emporium (08) 9228 0373 post@aureliocostarella.com
 Printing — Scott Print www.scott.com.au
 IMG Fashion for providing a platform at RAFE (May 2011) to launch
 the '24 Looks' exhibition www.rafw.com.au

Aurelio Costarella and Lee Preston would like to thank their incredible
 teams who never cease to amaze and continue to inspire.