

**FOR IMMEDIATE RELEASE**

**IMG ANNOUNCES CARLA ZAMPATTI'S RETURN TO AUSTRALIAN FASHION WEEK IN 2024**

**SYDNEY (January 22, 2024)** – Today, IMG announced Carla Zampatti will return to Australian Fashion Week to present the label's Resort '25 collection on 13 May, 2024 at 6pm. The opening night runway show, presented by Porsche, will be held at Carriageworks in the Carla Zampatti Runway named in 2021 in tribute to the late designer. Consumers will be able to purchase tickets to an encore presentation at 8pm in February.

Natalie Xenita, Vice President-Managing Director of IMG Fashion Events Asia-Pacific said: "We are thrilled to announce the return of Carla Zampatti to Australian Fashion Week. Carla herself loved the magic of a runway show, and we are proud to support Alex, Karlie and the entire Carla Zampatti team for their Australian Fashion Week return in 2024 to showcase this iconic Australian brand to the international fashion industry and a new generation of fashion fans."

The 2024 Australian Fashion Week show will be the first for newly appointed Carla Zampatti Creative Director, Karlie Ungar.

"Australian Fashion Week is an event like no other. 2024 marks the return of Carla Zampatti to Australian Fashion Week after a 4-year absence, and we're all very excited to bring the brand to the biggest stage in Australian fashion: the Carla Zampatti runway at Australian Fashion Week in Sydney. It's a milestone for the brand as we launch internationally," said Alex Schuman, CEO of Carla Zampatti.

The Carla Zampatti runway show is presented by Australian Fashion Week's official automotive partner, Porsche.

Daniel Schmollinger, CEO and Managing Director, Porsche Cars Australia said: "Porsche's continued collaboration with Australian Fashion Week in 2024 marks an exciting moment as we proudly present Karlie Ungar's inaugural show as Creative Director of Carla Zampatti. The influential fashion label's highly anticipated return to the Australian Fashion Week runway will pay tribute to Carla Zampatti's enduring legacy. This partnership celebrates Porsche's commitment to design, innovation and empowering driven creatives who dare to dream."

Australian Fashion Week is produced by IMG FOCUS. and will take place May 13 – 17, 2024 in Sydney. Australian Fashion Week is an IMG event supported by the New South Wales Government through its tourism and major events agency Destination NSW.

In addition to Destination NSW and Porsche, Australian Fashion Week is made possible through the support of Official Partners BYHEALTH, City of Sydney, David Jones, DHL, eBay, Glenfiddich, Redken, S.Pellegrino, Shark Beauty, Simply Seated, SKYE Suites, The Volte, ALIVE and Wynns Coonawarra Estate.

The digital destination of Australian Fashion Week is [australianfashionweek.com](http://australianfashionweek.com). Followers can also experience the best of Australian Fashion Week by following @ausfashionweek across Instagram and Facebook and @AUSFW on TikTok and through the official event hashtag #australianfashionweek.

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**ABOUT IMG**

IMG is a global sports and culture company. It is a leader in rights management, multi-channel content production and distribution, consultancy and fan engagement; owns, produces and commercially represents hundreds of live events and experiences; and manages licensing programs for the world's best-known brands and trademarks. IMG is a subsidiary of Endeavor, a global sports and entertainment company.

**Press Contact**

Jannon McCabe

IMG

[jannon.mccabe@img.com](mailto:jannon.mccabe@img.com)

Anastasia Rose

NAC Media Group

[ana@nacmedia-group.com](mailto:ana@nacmedia-group.com)