

MEDIA RELEASE



THOROUGHBRED RACING SA

5th January 2012

Racewear veteran presents summer collection at Strathalbyn Cup

From the 1980s bold red blazer to the black on white polka dot v-neck dress, Perri Cutten has been perfecting racewear for Australian women for over 30 years – and this year it's South Australia's turn to get a glimpse of the label's latest twists on race day classics.

On **January 15**, Perri Cutten, which celebrated its 30th anniversary in 2011, will bring its timeless style to the state's most glamorous provincial race meeting as a major partner of the Strathalbyn Cup.

Perri Cutten will sponsor the major race of the day and host a fashion parade featuring a collection that pays homage to the 1940s.

"This year Perri Cutten's fashion is all about femininity, with cuts that are universally flattering like stretch silk dresses fitted at the waist, delicate patterned blouses that cross over the body, midi length skirts and textured pencil skirts," Zoe Baker of Perri Cutten said.

"In true Perri Cutten fashion, the styling remains classic, but the colour palette is a bold step forward. The Spring Summer collection that will be worn at Strathalbyn sees the introduction of bright pinks, greens, yellows, blues and reds.

"We're very excited about the new collection and the opportunity to bring it to Strathalbyn."

Zoe said those dressing for the Strathalbyn Cup should keep in mind these basic rules:

- A head piece is mandatory.
- No denim at the racetrack.
- Daywear – not evening wear!
- Add some structure, like a tailored jacket for when the sun goes down.
- A wedge is always great to give you some height and stop you from sinking into the grass.

Perri Cutten's parade won't be the only major fashion event happening on the day; the winner of the Strathalbyn Fashions on the Field will proceed to the SA Derby Day Final of Fashion at The Races – a year-long, state wide style search featuring SA racing's richest ever prize pool.

Held just 40-minutes from Adelaide amid the rose gardens and nearby vineyards of the boutique Strathalbyn Racecourse, the Strathalbyn Cup is expected to attract close to 5000 punters and fashionistas alike.

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Racegoers will also be treated fine local food and wine and a top field certain to entice racing purists, with a range of hospitality and picnic options for families, friends and corporate groups.

“The Strathalbyn Cup is now one of SA’s premier racing events and we’re expecting a large crowd in 2012 given the scale and variety of activities planned both on and off the track,” Strathalbyn Racing Club Executive Director Sharon Cimarosti said.

“The greatest appeal of the Strathalbyn Cup is the setting – it’s a short drive from the city, the scenery is stunning, and you’ve got world class wineries at your fingertips.

“Being in January, it’s also a time when people can truly relax and appreciate the experience of a glamorous, authentic provincial race day.”

The Perri Cutten fashion parade will follow Race 4 (approx. 2.30pm), with gates opening at 9.30am and racing starting at noon.

For further information or to book online visit www.strathracing.com.au

Media enquiries:

Anna Kenneally, Michels Warren
0433 271 700