

# MEDIA RELEASE



THOROUGHBRED RACING SA

April 20, 2016

## Asia-inspired afternoon to attract SA's most stylish racegoers

South Australia's most stylish racegoers are set to go head to head at Thoroughbred Racing SA's Asia-inspired *Fashion at The Races* State Final, where the cultural experience of a lifetime is up for grabs.

Those that attend the State Final Luncheon at Schweppes Oaks Day on Saturday, May 7, will be perfectly placed to witness all the Group 1 racing action from the Moët & Chandon Pavilion at Morphettville, in prime view of the finishing post.

The winner of the state-wide style search will jet off on a 10-day tour of Hong Kong, Shanghai and Macau, which includes sightseeing and shopping tours, accommodation and return Cathay Pacific business class flights for two. A private box at the Sha Tin racecourse during the world-famous Hong Kong International will give them another opportunity to showcase their winning style.

The runner-up will be rewarded with an extravagant shopping experience from Adelaide fashion emporium BNKR, including \$2000 to spend on clothes and a private styling session.

Guests are invited to enjoy a taste of the grand prize by indulging in an Asian menu, which includes sushi, peking duck, satay beef, chicken breast with all the trimmings, and more.

Fourteen *Fashion at The Races* finalists from competitions around South Australia have already been selected. One remaining qualifying spot will be up for grabs at the Oaks Day heat, to be held at approximately 1pm.

The Oaks Day runner up will receive a \$350 Pandora Jewellery voucher and a bottle of Moët & Chandon. The Best Dressed will win an exclusive four course du jour menu with paired wines at Hentley Farm, a bottle of The Quintessential Shiraz Cabernet (valued at \$420) and progress into the State Final at 3pm.

*Fashion at The Races* ambassador and Channel Seven weather presenter Amelia Mulcahy will host the State Final Luncheon, which will also include fashion parades from BNKR, with millinery by Adorn Collection, and TAFE SA students with their 'From Orient' collection. Their designs, which were created as part of their second year studies, will be paired with headwear by TAFE's millinery students.

Thoroughbred Racing SA Marketing Manager Michelle Greene said this year's *Fashion at The Races* State Final Luncheon was an event not to be missed.

"Guests will enjoy a fashion-filled day with a unique Asia-inspired feel and a delicious menu to match," Mrs Greene said.

“This season we’ve seen it all – edgy attire, timeless creations and everything in between. While our finalists are very different, they all let their personalities shine through their outfits. This is their final opportunity to impress and we’re really looking forward to seeing what they come up with.”

Tickets to the *Fashion at The Races* State Final Luncheon are \$90 per person and include two courses, afternoon tea, a drink on arrival and a day’s entertainment.

For more information visit [www.sajc.com.au](http://www.sajc.com.au)

*Fashion at The Races* finalists are chosen at major race days held across South Australia over a 12 month period. Entrants to Fashion at The Races must be 18 or over and are judged on originality and confidence, appropriateness of the outfit for the particular event, attention to detail with accessories, the ability to embrace current fashion trends, grooming and deportment.

For more information about *Fashion at The Races*, visit [www.fashionattheraces.com.au](http://www.fashionattheraces.com.au)

Fans can follow the progress of their favourite finalists at [www.facebook.com/TheRacesSA](https://www.facebook.com/TheRacesSA)

**Media enquiries:** Annie Gant, Michels Warren on (08) 8267 6888 or [agant@micwar.com.au](mailto:agant@micwar.com.au)