

Committee  
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# Girls Night Out

Monday 17<sup>th</sup> December, 2012

## HAIR SHOW BRINGS ITALIAN FASHION CAPITAL TO OUR DOORSTEP

Echuca Moama Girls Night Out will join leading Italian hair product company *Alfaparf Milano* in staging a red carpet hair and fashion show early next year to raise funds to support Echuca and district cancer patients.

*Midnight in Milan* will be a gala of high-end fashion, food and entertainment, showcasing some of the world's cutting-edge hair designs and colours.

In a major coup for regional Victoria, *Alfaparf Milano* will use the event as a springboard to launch its new international collection of hair products for 2013.

The multinational manufacturer of exclusive hair colour, hair care and styling products historically reserves its annual product launches for the bright lights of capital cities based all over the world.

GNO committee member Leonie Canham said up to 400 guests were expected to attend the show including *Alfaparf* representatives, hairdressers, models and media.

"Fox Sports Presenter and former Echuca resident Sarah Jones will be guest host on the night and Australia's premier piano man and rock'n'roll icon Marty Rose will feature as the headline entertainment act at the event after-party," Ms Canham said.

"Guests will walk the red carpet on arrival; enjoy an evening of cocktails, champagne and canapés; see the latest trends in European hair products and styles; watch models take part in spectacular catwalk shows; and receive exclusive *Alfaparf* product bags."

Ms Canham said the main act of the night would be a highly anticipated performance by *Alfaparf Milano* creative director for Australasia and guest artist Pat Iorianni who would perform a complete make-over of a local cancer survivor.

Mr Iorianni is an Echuca-based hairdresser who regularly travels to the Italian capital to work with the hair company at fashion and hair shows.

"Hair is so representative of a woman's femininity and the loss of hair during cancer treatment can be incredibly distressing for many women," Mr Iorianni said.

"The young woman who will be receiving this makeover is an extraordinarily brave lady with an amazingly enduring story to share about her cancer journey. It is sure to be a highlight of the night."

*Midnight in Milan* will be held at The Venue, Moama Bowling Club, on Friday February 1<sup>st</sup> 2013 and will showcase some of the world's cutting-edge hair designs on a purpose built runway.

All proceeds raised will go to the Oncology Supportive Care Fund at Echuca Regional Health.

Tickets are \$45 and include cocktails, champagne and canapés between 7pm and 9pm. The after-party will run from 9pm until midnight.

Tickets can be purchased at [www.stickytickets.com.au/9906](http://www.stickytickets.com.au/9906) or the office of Paul Weller MLA, 26 Percy Street, Echuca.

For more information phone Leonie Canham on 0407360884.