



MEDIA RELEASE

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Glamour, glitz and formal fashion to feature at North Queensland's night of nights

It's Townsville's equivalent to the Oscars – prestigious awards, the who's who of the region, and some of the best formal fashion around. The Townsville Airport North Queensland Tourism Awards is without doubt Townsville's most glamorous black tie event.

With only five weeks until the September 13 event, Townsville's formal wear tailors and retailers have given their measuring tapes and dressing rooms a work out.

The theme of the Townsville Airport 2008 North Queensland Tourism Awards is 1940s period military aviation, with the event to be held at the Nautilus Aviation Hangar at Townsville Airport.

Dress is formal black tie, with some of the town's best displays of fashion expected.

Past years have seen fashion themes of black and white, nautical, paradise club, and rat pack, but every year has been formal.

Townsville Enterprise destination marketing and development manager Brent Randall said that while the event celebrates the tourism industry and its operators, the night is a great social event for all business people and community members.

"Our tourism operators might spend their days in an office, out at sea, in the air, or out and about showing tourists the best of our natural wonderland, but this awards night is an opportunity for all guests to go all out in absolute style."

Mr Randall said that while the theme is 1940s and many attendees are likely to embrace the glamour of the era and wear 1940s-inspired formal wear, many will be happy to dress in their best evening attire and leave the period theme to the venue.

Local business owner and tailor Mark Ferguson of Precision Tailors will dress Channel 9 entertainment reporter, national celebrity, and the awards night's MC, Richard Wilkins.

"The North Queensland Tourism Awards night is truly the most extravagant event in North Queensland and as such gives people an excuse to go all out with what they wear."

"I can't say what Richard will be wearing on the night – it's a surprise. But I can say he will look refined and fashion forward with attention to the finer details of formal wear. This might mean mother of pearl buttons or some other fine element," Mr Ferguson said.

Hills in Hollywood co-owner and manager Amanda Gray will dress feature songstress Lilly Dior for the evening.

"We are always so very proud to be able to dress great celebrities and the lovely Lilly Dior is no exception," Ms Gray said.

"Someone of her talent can command a stage and this requires the ultimate glamour – Hills in Hollywood glamour!

"Judging by those shopping at the moment, ladies are wanting gowns with a timeless glamour, with less flesh but more style on show. Full length is the only way to go for such a gala event, in rich, regal colouring."

Ms Gray said for those who are without the time to shop hop for the perfect dress, the Hills in Hollywood website showcases a wonderful selection.

"As soon as your gown is found and purchase it is registered on our national dress register so this style will not be sold to anyone else in the entire country attending the Aviators Ball in 2008!"

Ms Gray warns dress hunters to get in early, as it's first in best dressed – literally.

So pick a gown, press your tux, and get ready for the countdown. The night of nights is nearing.

Tickets for the Townsville Airport 2008 North Queensland Tourism Awards Aviators Ball are still available. For more information or to purchase tickets, visit www.northqueenslandtourismawards.com.au.

ENDS

Images attached – hi res available

For more information contact Nathan Campbell on (07) 4726 2753 or 0434 182 765

**For formal fashions or information on what trends will be seen at the
Townsville Airport 2008 North Queensland Awards contact:**

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