

OHARA

Press Release

OHARA to show their 'Dream Believe, Create, Succeed' collection in Hong Kong in January 2014

Sydney, Australia: Wednesday, 18 December 2013 – OHARA, the creation of two very talented Sydney sisters, Kash and Clare O'Hara is set to show their 'DREAM. BELIEVE. CREATE. SUCCEED' collection at the World Boutique showing at the Hong Kong Convention and Exhibition Centre from 13-16 January 2014. The highlight of the event will be OHARA's 8-piece runway show on Monday 13th January, which will be shown to celebrities, media and buyers from around the world.



Since the label's inception in 2007, the brand has become known for stylish, modern and sophisticated women's ready to wear and affordable luxury goods, which have been worn by many celebrities including Dannii Minogue and Miranda Kerr.

OHARA have shown on the runways in Sydney and New York and has stockists in Australia and the US. By showing at World Boutique, they are hoping to break into the Asian market. *"We are really looking forward to showing in Hong Kong. We hope the buyers can see the detail in the collection with the beading, the print we created, the stitching and the beautiful silks we are using and we hope they fall in love with our collection,"* Kash O'Hara, Creative Director, said.



The media have supported the steady growth of what looks to become an iconic Australian label in being a label that offers affordable luxury without compromising design and sophistication.

OHARA have been written about and published in Grazia, Shop til you Drop, Cleo, The Australian Women's Weekly, The Sun Herald, The Sydney Morning Herald, The Wentworth Courier, In Style, seen on The Today Show, The Morning Show, Australia's Got Talent, in numerous blogs and on display at the American & Australian red carpet events. They hope that this will continue after showing in Hong Kong.

The 'DREAM. BELIEVE. CREATE. SUCCEED.' Collection, which OHARA are showing in Hong Kong, was inspired by the modern, stylish Sydney woman and her colourful harbour city on a summer's day. 'DREAM. BELIEVE. CREATE. SUCCEED.' is a collection about her ambition to succeed and how she enjoys living and socialising in such a vibrant metropolitan.

'DREAM. BELIEVE. CREATE. SUCCEED.' will take stylish women from casual cool to evening elegance with OHARA's use of luxurious silks and cottons in flattering cuts. OHARA have created a true ready to wear collection.

The beautiful colour palette of blues and mint green, was inspired by Sydney Harbour and the classic OHARA black and white was inspired by the Sydney Opera House and the Harbour Bridge. The OHARA signature print seen in the

collection combines these colours with a hint of coral which sets off the collection.

- ENDS -

For media enquiries please contact: Kash O'Hara

For buyer enquiries please contact: Kash O'Hara

Kash O'Hara

kash@oharadesigns.com

ph. +61 4 11 166 623

