Beat: Lifestyle

GLOBAL BOOM FOR AUSTRALIAN FASHION

TANYA ROCHAT CONNECTS EAST WITH WEST

Perth , Western Australia, 24.09.2015, 16:17 Time

USPA NEWS - Australia fashion designer, professional photographer, illustrator, author and exhibited artist Tanya Rochat is paving the way for global manufacturers to connect with Australian “˜Haute Couture´ and “˜Emerging Designers´ thanks to sound advice from fashion lover and Perth City Councillor Lily Chen

Rochat says, “Illustration has always been a scarlet thread in and through everything I have done. I have illustrated since I can remember. My first love has always been the drawing of faces and people. So over the years I have perfected my skills and have always pushed the boundaries of where I could take things.“ Rochat graduated with her “˜Diploma in Photography in 2001 studying with the New York Institute of Photography. Even in the years of being a professional photographer and fashion designer, Rochat says it was always the illustrations that were at the forefront of her passion. “In photography the camera was used merely as a tool to illustrate with and in fashion design it was the illustrations that were telling the story.“ Explains Rochat.

Talking to Tanya one immediately appreciates her business comprehension of the global fashion industry where she saw a void between manufacture and global distribution. Perth City Councillor Chen was actively involved in last week´s Telstra Perth Fashion festival (TPFF Celebrates local Western Australian and international fashion development). Cr Chen took time out from her busy schedule to connect Rochat with many important fashion manufacturers throughout the World in “˜Perth Sister Cities´ opening unlimited opportunities for Rochat. “To actually visualise my dreams and help others new in the fashion industry achieve tangible goals thanks to my meeting today was a life changing experience“ said Rochat .
Moving from South Africa many years ago to Perth believing Western Australia is a sleeping giant Rochat met with much negativity regarding emerging opportunities but now knows the catalyst for global fashion change in Australia is right here in Western Australia thanks to sound advice from Cr Chen.

I asked Rochat why Fashion Illustration was so important to a designer? "The applications for fashion illustration are enormous: from editorial work for magazines and newspapers, to advertising campaigns, book covers, catwalk backdrops, shop windows, city walls, shopping centre advertising, all print media, recording of fashion shows, as fine art, on retail products like home furnishings, clothing and accessories“¦the sky is the limit."
Graduating in 1995 with her Diploma in Haute Couture, International Academy of Fashion, South Africa, Rochat has since worked alongside corporate and private fashion clients, has been featured in plenty of magazines, newspapers and other publications and received many awards including 2010 AIPP Canon AUSTRALIAN Fine Art Photographer of the Year, NSW Professional Photographer of the year and Illustrative Photographer of the year, 2009 AIPP NSW Illustrative Photographer of the Year, 2008 AIPP NSW Professional Photographer of the Year, 2008 AIPP NSW Illustrative Photographer of the Year just to name a few achievements.

Rochat commissioned work is often seen in exhibitions alonside fashion labels. Her future projects will include the launch of her own 'Haute Couture fashion illustrated art shop' featuring limited edition artwork featured on multiple products, including clothing, accessories, home furnishings and stationery. “ If you love what you do, you don´t work a day in your life. I am fortunate enough to say that of my life. I love what I do and it clearly shows in the passion with which I approach each project or brief..“ Says Rochat hopes to be at World Fashion Week Paris 2016. Oscar Wilde once said,"Art is the most intense mode of individualism that the world has known."... Namaste

Article online:
https://www.uspa24.com/bericht-5464/global-boom-for-australian-fashion.html

Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Robbie Merritt

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Official Federal Reg. No. 7442619