

# Fashion extravaganza

Lisa Dennis

The Castlemaine Theatre Royal and Castlemaine-based fashion label, Rike Design, are set to join forces to host a Melbourne Fashion Week event in Castlemaine on Thursday, March 20.

The Theatre Royal's Sarah Burdekin said they were delighted to be approached by the Virgin Australia Melbourne Fashion Festival 2014 organisers to host a regional event as part of the prestigious month-long festival.

"Melbourne Fashion Festival held a number of regional events to sell out crowds in 2013 and decided to expand their program in 2014 and asked us if we would like to come on board," Sarah said.

"Of course we jumped at the opportunity and invited local artist and fashion designer, Ulrike Barbara von Radichevich of Rike Design, to conduct a runway show in conjunction with the screening of Melbourne Fashion Festival's top-rated short fashion films," she said.

Ulrike is honoured to be involved in the special fashion event which she says will put Castlemaine on the Melbourne fashion map.

A native of Salzburg in Austria, Ulrike studied set and costume design at the Mozarteum - Salzburg's world famous university of music and dramatic arts.

An established artist, Ulrike commutes frequently between her new country of residence Australia and Europe where she continues her professional work as a set and costume designer engaged by European theatre companies.

Her Mostyn Street store is a treasure trove of beautiful garments and accessories all capturing her unique style and the designer looks forward to sharing her latest offerings with the public as part of the local fashion event.

Sarah and Ulrike have been working hard to ensure the Castlemaine show is a highlight of the 2014 Melbourne Fashion Festival.

The runway show titled 'Russian Winter



The Castlemaine Theatre Royal's Sarah Burdekin and Ulrike Barbara von Radichevich of Rike Design are excited about the March 20 fashion event.

Wonderland', featuring local models, will present Ulrike's unique signature winter 2014 fashion collection which is playful and vibrant drawing on influences from Russian winter snowflakes.

This will be followed by the Melbourne Fashion Festival's collection of short fashion films, created by the country's most talented filmmakers and selected by an es-

teemed judging panel. The films will include *Finnigan* by Jarred Osborn and Julian Lucas; *Infini*, Elli Ioannou; *Reflections*, Christian Blanchard and Steve Protruder; *Introducing... The Rainbow Club*, Mitch Kennedy and Samantha Laidlaw; *Voleuse*, Justin Griffiths and Cheyne Tillier-Daly; *Kanyini*, Brooke Harward and Nick Rieve; *Sequence: Breathing*,

Lorin Askill; *The Lab: Chorus Fashion Trailer*, Lucy McRae; *Helen Kaminski Autumn/Winter 14/15*, Pete Moore; and *Babylon*, Velinda Wardell.

This must-attend local fashion event kicks off with the runway show at 7.30pm, followed by the films.

Tickets are \$22 or \$18 concession. Be quick to book your ticket at the Theatre Royal before they sell out.