



Eight Minutes in New York by Liz Janney

Milliner Felicity Brown is an unassuming fashion queen. She's comfortable in jeans, shirt, boots and of course her pearls. Her creations are works of art that are inspired by the Kimberley, the Pilbara, the outback. In 2014 Felicity showcased her runway collection at the Designer's Premier of New York Fashion Week. This is not a story about her hats, it's about the journey of her hats to have eight minutes of fame in New York. The logistics and cost to make this happen were huge.

"With my registration came 15 models, access to proof photographs and a DJ to play the music that I would provide. I soon discovered as well as the models' hair and makeup, I was also responsible for the models entire look. This included supplying 15 pairs of shoes and 17 white dresses (finally sourced the eve of my departure from Oz) and was in addition to the promotional goods for 150 VIP bags of printed programs and custom Hats by Felicity caps. The logistics and costs of getting a 20 piece collection from Broome to New York was a definite challenge with freight costs, transit insurance and liability insurance (in case a model was hurt), in addition to hiring a storage facility to keep the collection safe till I arrived.! The costs kept coming.

With the amazing support of my friends, the Broome community, local businesses, a pozible fundraising campaign and formal sponsorship from the Shire of Broome, half these costs were met. I made it to New York Fashion Week and the runway show was a huge success, with an overwhelming crowd response. As soon as the show was over I was immediately invited back next year. The plan is definitely to return to the runway in 2015 and this time with full sponsorship as, without doubt, this \$30,000+ event will be that and more in 2015.

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New York Fashion Week was an incredible experience; absolutely awesome and a big deal was made that I was the only Australian on the runway at the Helen Mills Event Space. Social media played a big part in getting me to New York.

I welcome you to visit my Hats by Felicity Facebook page, Instagram and Twitter and my blog www.milleronthemove.com and website www.hatsbyfelicity.com.