



HELLO FASHION BLOGGERS!

Last night cast, crew and broadcaster NBC Universal got together in Sydney to launch FASHION BLOGGERS which will air tonight at 8:30pm on The Style Channel on Foxtel.

As episode one goes to air, producers Core3 Entertainment are still capturing the final events and locations and editing on the go – as is the essence of the fashion bloggers themselves. The nature of the production has enabled Core3 Entertainment to directly engage with brands in program, in addition to working with MCN across the broadcast sponsors Schick, Jacobs Creek and GHD. Lauren Miller Cilento is the Integration Executive working across the brands and talent.

The Creators of Fashion Bloggers Philippa Whitfield Pomeranz and Rebecca Buttrose would like to thank the innovative and adventurous in program partners; QT Hotels & Resorts, WA Tourism and MATCHESFASHION.COM for backing the first series of Fashion Bloggers.

Throughout filming, the team's Sydney "home away from home" has been at the QT Sydney with various locations across the property integrated in program from the iconic Gowings Bar and Grill to parties in the Gilt Lounge. For interstate and international cast members Amanda Shadforth and Zanita Whittington, the QT Sydney has been a sanctuary to go home to at the end of busy production days.

WA Tourism is a big supporter of local production and completely comprehends the meaning of seamless integration. Their support of Fashion Bloggers in program will see Kate Waterhouse and Zanita travel to Perth for the Telstra Perth Fashion Festival and then on to Broome for some family time and stunning editorial backdrops.

Fashion Bloggers collaboration with MATCHESFASHION.COM has engaged all 5 members of the Fashion Bloggers cast, who have each developed bespoke social content for the brand. MATCHESFASHION.COM is a luxury online retailer with a boutique feel. Their hand-picked selection features over 400 established and emerging designers including Saint Laurent, Balenciaga, Chloé, Isabel Marant, Gucci, Dolce & Gabbana, Missoni, Stella McCartney and Max Mara, and regularly showcases exclusive brands and capsule collections. Tonight's episode will follow Margaret Zhang as she joins MATCHESFASHION.COM taking on the role of guest accessories buyer during New York Fashion Week.

Look out for collaborations with Hamilton Island and the Australian Ballet, the ATC and Moët as the cast head to the races and features in magazines including Elle, Vogue and The Collective.

Fashion Bloggers shines a light on the business of leveraging brands in the digital world and follows five of the best blogger business women to do it.

The full series will be made available to view [here](#). The series premiere episode will be available from Wednesday 22nd October, with subsequent episodes available each following Wednesday.

Instagram: [fashionbloggerstv](#)

Facebook: [Fashion Bloggers](#)

Twitter: [fashbloggers_tv](#)

Information about the Creators:

Creators of FASHION BLOGGERS, Philippa Whitfield Pomeranz and Rebecca Buttrose combine together their production and publishing expertise in this television first.

It is a full circle moment for Creative/Director/Producer Philippa who got her start in television at the US Style Network, having just graduated from USC film school in Los Angeles. She then produced and directed for NBC, VH-1, E! Entertainment and Oxygen. After forming their own production and development company with writer/producer and visual effects/animation personality Matt Ferro, Core3 Entertainment currently have original series in development with major US production companies including Fremantle North America, Lions Gate Television, Dick Clark Entertainment, DiGa Vision and Giant Pirates Television.

As a creative director with 20 years' experience in publishing, Rebecca Buttrose has relished the opportunity to work alongside Philippa, injecting the style, chic design and crisp creative she has built her reputation on. Rebecca has skilfully navigated and innovated as the media landscape has evolved and this has seen her work flourish through roles within all categories of magazines to developing apps and entertainment vehicles for children.

Please contact Lauren Miller Cilento from HMMG for any further information.

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