

# Alex Perry

## *Renowned fashion designer & keynote speaker*

Alex Perry is one of Australia's most recognised fashion designers and a dynamic media personality. A self-made success, his keynotes and appearances bring tremendous insight, experience and inspiration to audiences around the country.

Alex Perry launched his eponymous label in the early 90's and instantly earned an international reputation. Over the years, his designs have featured on front covers of Harper's Bazaar, Marie Claire, InStyle, Sunday Life, The Herald Sun, The Good Weekend, Sunday Style and Vogue Australia. His fashion has been embraced by some of the world's most famous and beautiful women, among them Jennifer Lopez, Kim Kardashian, Gigi Hadid, Miranda Kerr and Sarah Murdoch.



In 2005, Alex Perry joined Foxtel as the judge on *Australia's Next Top Model* and very soon, his dynamic personality shone through. *Australia's Next Top Model* became one of Alex's strongest and most successful partnerships. It was syndicated to 60 countries worldwide, became Foxtel's most successful franchise, and its highest ratings non-sports show. Alex starred in consecutive seasons of *Australia's Next Top Model* as well as *Project Runway Australia*, *Asia's Next Top Model* and *The Real Housewives of Australia*.

Behind Alex Perry's success is an extraordinary story? of a working class boy whose Greek migrant parents instilled a tremendous sense of drive and determination. For Alex Perry, a self-confessed optimist, the road to success has been decades in the making. He has built a successful empire based on years of experience and determination and no matter the challenges always believed it was possible to create a unique Australian fashion brand the world would love.

## *Alex Perry talks about:*

- Fashion and style
- Female empowerment through looking better
- Retail - making it work and how to survive
- Business entrepreneurship
- Self-made success stories

## Client testimonials

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“ At every event, Alex captures my audience. His focus, sense of theme, style and presentation, combined with a great sense of humour makes working with Alex a dream. I enjoy watching him build a solid rapport with our top customers, while bringing a level of quality and relevant information with great simplicity. Alex is very much engaging and the people who work with him learn and appreciate something new each time.

- **MYER**

“ Alex Perry has an incredible understanding of the female fashion psyche and what women want to wear. He makes women feel amazing which is why all women want a little Alex Perry in their life and wardrobe.

- **Harper's Bazaar Australia**

“ It has been a pleasure to work with the Alex Perry team on this collaboration. Their foresight and willingness to create the very best in luxury is of the highest level and at Porsche we look forward to further collaborations in the future.

- **Porsche**

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