

Nicole Trunfio joins Target as Jean Paul Gaultier's next fashion muse

International supermodel Nicole Trunfio joins Target for its Jean Paul Gaultier for Target collection

Saturday 19 December: Target Australia has today announced iconic Australian supermodel Nicole Trunfio and baby son Zion Clark as the face of its advertising campaign, for the exclusive Jean Paul Gaultier for Target collection set to drop in store early 2016.

For the first time, Nicole Trunfio and Zion Clark will feature in an advertising campaign together – showcasing the highly anticipated Jean Paul Gaultier for Target collection which includes women's, men's, kids and infant clothing as well as homewares.

The exclusive collection embodies Jean Paul Gaultier's unique and quirky style with items for the whole family, and comes as part of the retailer's Designers for Target program.

Nicole Trunfio's modelling career has spanned 13 years and seen her model with some of the world's leading design houses including Chanel and Dolce & Gabbana. Her return to work with baby son Zion Clark will showcase the highly anticipated Jean Paul Gaultier for Target range to fashion-savvy shoppers.

Stuart Machin, Managing Director of Target Australia, believes Nicole and Zion make the perfect family to represent the Jean Paul Gaultier for Target collection.

"At Target, we believe in making high quality fashion accessible for the entire family. We're incredibly excited about working with Nicole Trunfio and her son Zion Clark, and believe they're the perfect fit to represent the fun and playful collection for our customers.

"Australians have been extremely excited for the Jean Paul Gaultier collection since we announced our partnership, and we can't wait for the range to drop into stores," said Machin.

Nicole Trunfio said, "I'm really excited to be working with Target on the Jean Paul

Gaultier collection – and to be working alongside my son Zion in one of our first advertising shoots together.

“Since becoming a mum, my personal style has evolved and I’m constantly looking for fashion that’s stylish yet easy to wear. I’ve been really impressed with Target’s pact to make fashion more affordable and accessible for shoppers – and I’m thrilled to be working with Target on the Jean Paul Gaultier collaboration,” said Trunfio.

The Jean Paul Gaultier for Target range includes women’s, men’s and children’s clothing as well as homewares, shoes, lingerie, baby and nursery items with pieces starting at only \$10.

Jean Paul Gaultier’s exclusive Target collection will be available online at target.com.au and in selected Target stores across Australia early next year.

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The official hashtag for the collection is #jpgfortarget and you can tag Target @targetaus

For further information, media and photo opportunities, please contact

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