

## MEDIA RELEASE

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### **Target Australia announces designer collaboration with fashion icon Dannii Minogue**

In news that will excite fashionistas across the country, Target Australia has announced its latest 'Designers for Target' collaboration, partnering with Australian celebrity and fashion icon Dannii Minogue to create fitting fashion for the petite women of Australia.

Target Managing Director Stuart Machin said the collaboration with the X Factor judge arose in response to feedback from petite Australian women that their fashion choices were limited.

"We're absolutely thrilled to be working with Dannii Minogue, she is one of Australia's most celebrated stars and is very passionate and interested in fashion," Mr Machin said.

"We've been hearing from petite customers that they often struggle to find stylish clothing with a great fit. We think the Dannii Minogue for Target Petites collection will give smaller statured women fantastic on-trend apparel specifically designed for the petite frame.

"With more than a third of Australian women aged 14-39 and 43% of women over 40 standing less than five foot three inches tall\*, we think Dannii's range will quickly find its way into wardrobes around the country."

Mr Machin said Dannii was a natural choice to join the renowned 'Designers for Target' program.

"'Designers for Target' has been a mainstay of the Australian fashion landscape for many years. We're committed to reinvigorating the program and once again making Target famous for bringing affordable style and quality to Australian consumers," Mr Machin said.

"We are very proud to have Dannii – a talented designer, singer, actress, and mum - on board and she has been an absolute pleasure to work with."

Dannii, only five foot two inches and petite herself, understands the fashion needs for smaller frames.

"Good things come in small packages," Dannii said.

"If you've ever had to take up the sleeves of a garment, found the shoulders are too wide or the body of an outfit is too long, then you are a petite shape – regardless if you're a size 4 or 16," Dannii said.

"I've spent a lifetime having to get clothes altered to my size and this new range is aimed to take the hard work and additional cost out of finding petite fitted clothing.



"I'm excited to provide a solution for petites ranged from size 4 to 16, that they will finally be able to go into a store and feel like they exist in the fashion world. I've been shopping at Target since I was a little one and still continue to shop there for me and my son, so I'm delighted to collaborate with Target on this exciting concept."

Attendees at the "Target Rocks the Runway" show, as part of the Virgin Australia Melbourne Fashion Festival program, will be treated to the exclusive first look at the collection on Sunday 23 March at 2pm at Central Pier, Docklands, where Dannii Minogue will be making a catwalk appearance. Tickets are available at [ticketek.com.au](http://ticketek.com.au) or via the VAMFF website, [www.vamff.com.au](http://www.vamff.com.au)

"Being petite is part of my everyday world but I can't wait to see this collection come to life on the runway and available for all of us petites out there," Dannii said.

The Dannii Minogue for Target Petites collection will launch in-store and online at [target.com.au](http://target.com.au) mid-late July, with prices ranging \$39 to \$89. The first collection will be followed by two more in the six months following and will be available in 100 Target stores across the country as well as online at [target.com.au](http://target.com.au).

[#Danniifortarget](#)

\*Source: Roy Morgan Single Source

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