



Thursday, June 1, 2023

#WeWearAustralian Campaign Returns to Western Australia

The spectacular towering forests and dazzling beaches of Western Australia's Great Southern Region set the scene for the third instalment of the #WeWearAustralian fashion campaign.

The large granite boulders and turquoise green waters of Denmark's Greens Pool, ancient coastline of Albany's (Kingarling) The Gap, and behemoth boulders of Elephant Rocks have set the scene for the latest #WeWearAustralian campaign, launched today.

Showcasing home-grown talent, the campaign has been shot by West Australian Pierre Toussaint and features WA models Jessica Gomes and Billie-Jean Hamlet.

Enshrouded by century-old karri, jarrah, and tingle trees at the Valley of the Giants Treetop Walk, raw dramatic coastline and remarkable seaside scenery, and award-winning cool climate wines, the Great Southern region of Australia's South West harbours an adventurer's playground of historic landmarks and world-class food.

Jessica shared her excitement to be celebrating the unique beauty of her home state.

"As a proud Western Australian, my connection to this land runs deep, fuelling my passion and inspiring my journey. Western Australia breathes life into my spirit, shaping my identity as a model and as a person," Jessica said.

Billie-Jean echoed her excitement to be promoting Western Australian fashion and paving the way for other Aboriginal models as part of this project.

"Although I was born in the Kimberley region of Western Australia, it always feels like coming home when I'm on location here. Greens Pool in Denmark and The Gap in Albany are both stunningly beautiful locations – places where I can immerse myself in nature, be still and feel serene," Billie-Jean said.

More than 90 Australian brands are participating in the 2023 campaign.

END

Background:

The 2023 #WeWearAustralian campaign is supported by Tourism WA. The campaign supports emerging, established and sustainable Australian brands.

Find out more at [wewearaustralian.com](https://www.wewearaustralian.com)

Please contact media@westernaustralia.com.au for further information.

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