

Retail

Daniel Avakian Fashion Show Sydney, Australia

PRODUCTS USED: Expona SimpLay PUR

Expona SimpLay loose lay flooring from Polyflor Australia was showcased on the runway at Mercedes-Benz Fashion Week in Sydney as a sponsor of the Daniel Avakian show.

Bespoke PR reached out to Polyflor as they required flooring for the catwalk that could be installed quickly, removed easily and would not damage the existing flooring at the Carriageworks venue. Loose lay flooring from the Expona SimpLay range was selected as it does not require adhesives meaning the flooring can be removed without leaving any residues.

Installed by Xtreme Floorcoverings, the runway flooring also needed to complement designer Daniel Avakian's clothing collection titled 'Transcendence', so a natural raw wood effect flooring was chosen as a back drop to the postmodern 1960s style of his womenswear collection.

Isabel Wild of bespoke PR said, "It has been a wonderful experience working with Polyflor Australia from the first point of call until the flooring got installed on Daniel Avakian's runway on the day of the show. I cannot recommend Polyflor enough for all creative projects and collaborations and we already look forward to working with the whole team again".

