



## Australian Wedding Fashion Startup has Presence on the International Stage

Miss Supranational Australia 2017 Contestant to Wear Lilly Bridal Evening Gown

Lilly Bridal is delighted to be dressing Miss Australia 2017 Alecia McCallum in the Miss Supranational Pageant, held this year in Poland on Saturday December 2. Ms. McCallum, who also represented Australia in the 2017 Miss Universe pageant, will be wearing "Florence" a new gown from our soon-to-be launched 2018 collection. Miss Supranational Australia will don Florence for her final dress category: Evening Gowns.

Re nera Thompson, director of Miss Supranational Australia, wanted to have an Australian brand behind her contestant and turned down requests from a number of international designers who were keen to dress Alecia McCallum for this event. Ms. Thompson fell in love with the Florence Gown after spotting it in on a Lilly Bridal social media post and asked if we would be happy to dress our country's representative in the pageant's final event. Both parties are delighted to announce this collaboration with Ms. Thompson calling it the "highlight of her year" to have the Florence Gown included in Miss Australia's pageant wardrobe.

As a small business from regional Wollongong, New South Wales, the Lilly Bridal team is thrilled at the opportunity to dress such a high profile global event. When it comes to the bridal industry, Lilly Bridal is a small fish in a big pond. With firm roots in our local Wollongong community, we are excited to see our brand take a place of prominence at an international event. We are proud to be representing Australia and our Wollongong region by dressing an international Miss Australia contestant. This is a wonderful opportunity to showcase some of what Australia's small local businesses have to offer the world.

Miss Supranational Australia Alecia McCallum will be wearing Lilly Bridal's Florence Gown in the final event before the crowning of Miss Supranational 2017 in Poland.

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