



# FASHION ICON ALEX PERRY LAUNCHES GLAMOROUS RUGS WITH AUSTRALIA'S LEADING RUG COMPANY DESIGNER RUGS

*This atrium was unlike any you have ever seen. Alluring, stylish and very glamorous. All highlighted in a dash of pink. With a room full of fashionistas and Sydney's elite interior designers; fashion icon Alex Perry and Designer Rugs will come together to present ALEX PERRY for DESIGNER RUGS.*

The launch event was a magnificent coupling of design, fashion and style. Guests included a VIP gathering of Sydney socialites including Michelle Bridges,



Annalise Braakensiek, Alex Perry and Charlotte Dawson along with Sydney's leading interior designer and architects.

Guests drank cocktails by Smirnoff, wines by Tempus Two, Mount Franklin Lightly

Sparkling, Diet Coke and Stella Artois all served in Wedgwood crystal stemware. The event was also supported by Habitus Living.

An exclusive Greek inspired menu was served and included: Lamb Souvlaki; Zucchini and haloumi fritters and bite size baklava amongst other treats.

Upon leaving guests received a deluxe gift bag from Designer Rugs which included: a collector's edition postcard pack showcasing the Alex Perry rug designs, full sized skincare by Natural Green Chemistry Company, products by Jo Malone, John Frieda, Manicare, Hopscotch films and Ferrero Rocher.

This invitation only event made you wish you had eight rooms to place each Perry rug into.

WHEN: WEDNESDAY



21st October, 6:30pm-8:30pm

WHERE: Sun Studios, 42 Maddox Street, Alexandria

WHO: Alex Perry, Designer Rugs, Tara Moss, Catherine

Martin, Clover Moore, Vivian Chan Shaw, Julie Paterson, Leanne Whitehouse, Bowie Wong and Annalise Braakensiek.