

Media Release

## **The Art and Nature of Fashion**

**Bene** is the brand new the artistic creation of talented artist Bernadette Aitken.

A printmaker by trade, Bernadette showed her pieces in a number of exhibitions in the eighties. Bernadette decided to further explore her creative talents and began studying Textiles part time at Edith Cowan University in 1996. Graduating this year Bernadette has now set her sights on using her creative energy and passion within her business.

Under her label Bene, Bernadette creates elusive, inspirational fabrics that explore her muse... the natural world.

Bernadette takes her inspiration from the beauty and pattern of the nature that surrounds her. She works intuitively, taking the time to look and feel the quality of the fabric she will be using and placing to it certain colours and prints.

Sometimes this proves a difficult way to work when creating commission pieces, but upon specific requests Bernadette is quick to explain her technique.

"I don't like to force a product; I like to take the time to let the fabric tell me its story."

Bernadette is not typical landscapes and murals. Bernadette prefers the finer details of her surroundings. She is often inspired by the patterns and arrangement of a leaf rubbing, or the design created by repeating the silhouette of tree branches.

Bernadette has found that her customers experience a healing quality from her creations. Her use of texture and colour often prove to be inspirational to those viewing and wearing her designs.

Bernadette will be showcasing her fabrics in the guise of sarongs, scarves and wraps this November at the Conscious Living Expo as part of the Australian Designer Showcase project. The Conscious Living Expo is Australia's most prestigious event for the body, mind and soul. The Australian Designer Showcase will have a emphasis on natural fibres covering an array of unique and original designs including daywear, accessories, jewellery, scarves, shawls and unique handcrafted items which will particularly appeal to all those that are conscious of what they wear.

**Bene** will be located at the Australian Designer Showcase Stand at the Conscious Living Festival from the 4<sup>th</sup> to 7<sup>th</sup> November at The Robinson Pavilion, Showground Exhibition Centre, Claremont, Western Australia.

Australian Designer Showcase is co-ordinated by the Textile Clothing Footwear Resource Centre of WA Inc (TCF WA), Belmont BEC and is supported by New Age Modelling, Business & Professional Women of WA and Conscious Living Exhibition.

### **For more details on *Bene* contact:**

Media Contact: Bernadette Aitken  
Phone: 08 9386 4363  
email: [beait5@yahoo.com.au](mailto:beait5@yahoo.com.au)  
[www.tcfwa.com/bene2004.html](http://www.tcfwa.com/bene2004.html)

For further information on designers participating at Conscious Living view  
[www.tcfwa.com/consciousliving2004.html](http://www.tcfwa.com/consciousliving2004.html)

Media Contact: Carol Hanlon Ph: 08 9479 3777 Mobile: 0417 963 231 email: [info@tcfwa.com](mailto:info@tcfwa.com)  
For further information on Belmont BEC and its projects visit the web site at  
[www.belmontbec.com](http://www.belmontbec.com)

For further information on TCFWA and its projects visit the web site at [www.tcfwa.com](http://www.tcfwa.com)