



# Introducing Western Australia's New Design & Lifestyle Magazine

## For Immediate Release

Perth, Oct. 2, 2017 -- Fabric Quarterly has officially launched its online presence, with a print publication due to follow in early 2018.

With a tagline that reads "Daily Knowledge On Design, Culture & Living Perth", Fabric Quarterly endeavours to showcase the abundant talent emerging from Perth and greater Western Australia, with a focus on architecture, design, fashion, food, travel and events.

The brainchild of Marcus Rosenwax and Kay Cohen, Fabric Quarterly appeals to not only the design savvy but also those who see the true value of collaboration and yearn to be inspired by remarkable local talent achieving big things.

"After leaving my last publishing role of 10 years and going out on my own, I was exposed to Perth and the design community in a different way," says Fabric Quarterly Director Kay Cohen. "I saw a gap in the market for educating people about the importance of original design, and after launching Contemporary Wine In Design there was clearly a hunger for collaboration between all facets of design."

"For me, Fabric Quarterly was the way to give birth to a dream that Kay had about providing a voice for the local design community after the space was vacated by other media players," says Director and Publisher Marcus Rosenwax. "Many of Kay's associates were asking her how they could continue to promote their brand and products, and the support we have received since taking up the challenge is a credit to the network that Kay has built up over her many years in the publishing industry."

Embracing all components that make up the unique fabric of Perth and greater Western Australia, the name "Fabric" was a natural fit as the state cements its identity as not only one to watch, but one to contend with when it comes to local design, hospitality and experiences.

An early highlight in the development stage of Fabric Quarterly was Marcus and Kay's collaboration with John Durey and his design team at Nude Design Studio. Giving them a broad overview of the ethos of the magazine, the skilled team held the reigns when it came to developing the Fabric Quarterly image.

"We approached the brand for Fabric Quarterly with two goals," explains John. "On the one hand, we wanted to use design minimalism to create an experience – both on screen and in printed pages – that would inspire and engage the aesthetes of Perth. On the other, we wanted the written words and the imagery to lead the way. For us, Fabric is as much about starting conversations in the Perth community as it is about design and culture."

For more information, please contact Kay Cohen on [kay@fabricquarterly.com.au](mailto:kay@fabricquarterly.com.au) or visit [fabricquarterly.com.au](http://fabricquarterly.com.au).