



QANTAS UNVEILS LIMITED EDITION SCARF INSPIRED BY QANTAS TREND CONSULTANT, JESSICA HART

News / Airlines



Melbourne's renowned laneways and food scene are at the heart of collaboration between Qantas and leading Australian scarf brand, Bird & Knoll.

The airline's trend consultant, model Jessica Hart was tasked with nominating a destination that "feels like home" which would be the inspiration of a limited edition cashmere blend scarf.

The chosen city was Melbourne and the scarf's design reflects Jessica's favourite colours and the streetscape art of Hosier Lane and its cornerstone restaurant, MoVida.

Qantas Group Executive Brand, Marketing and Corporate Affairs, Olivia Wirth, said the airline was pleased to show its support for the nation's fashion industry and promote the unique beauty of Australia.

"We take great pride in supporting Australian fashion designers, destinations and talent and we're really excited about our collaboration with Bird & Knoll to bring extra style to the Qantas travel

experience," Mrs Wirth said.

Designers Natalie Knoll and Macayla Chapman said the scarf is the perfect accessory for any journey.

"We are excited to be working with Qantas to launch this beautiful limited edition scarf today. It translates effortlessly from poolside sarong to an elegant inflight cover-up so it's ideal for popping in your hand luggage," said the designers.

"We are also looking forward to showcasing the scarf and our emerging brand on a global platform and reaching a whole new audience through this partnership."

The scarf retails for AU\$298 and is available to purchase on qantasshop.com.au, InSky Shopping and through Bird and Knoll stockists including David Jones, Husk and Bird & Knoll.

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