

















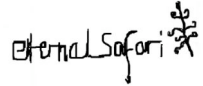

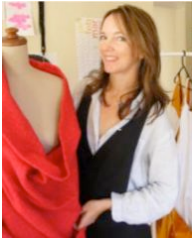
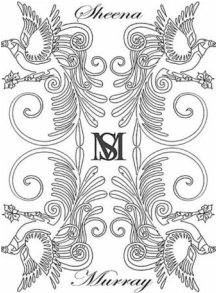




debut March 2009 at FASHION EXPOSED 8-10 March 2009 SYDNEY – Participants as per 25 February 2009

| ProductImage | Collection/Category | Portrait | DesignerLabel | ContactDetails | Notes |
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|  | Moon Goddess Apparel Womens |  |  | Tilley Row Erin Lock Brisbane QLD 0422 289 344 erinlock@hotmail.com | Erin Lock moved to Brisbane from Bundaberg to pursue a fashion career. After graduating from TAFE she's been involved in fashion events and currently works for a great Brisbane designer. <i>Moon Goddess</i> is Erin's debut collection featuring fine silk georgette, metallic cotton, parachute silk and lycra and light flowing mini and maxi summer dresses, shorts hooded jacket and swimsuit. Made in Australia by the designer. RRP \$80-300. Available from the designer. Debut collection. |
|  | Carnaby Street Accessories – Jewellery |  |  | Jinyana Coral Wilkinson Redlynch QLD 07 4039 0246 0437 085 805 coral@jinyana.com.au www.jinyana.com.au | Launched in January 2008 after 9 month researching and sourcing the unique products comprising Jinyana jewellery, Coral Wilkinson , the designer behind this exciting new label celebrates her debut collection. Designing from her studio in Cairns, coral invites you to be seduced by her exquisitely beautiful floral jewellery. <i>Carnaby Street</i> Embraces fabulous florals and utter femininity. Unique, beautiful and flamboyant, this enchanting collection will captivate every woman unafraid to stand out in the crowd. Genuine vintage enamel flowers, Lucite beads from 1940s-70s, Swarovski crystals and pearls. Antique copper filigrees and chains. Made in Australia by the designer. RRP \$35-330. Available from www.jinyana.com.au Debut collection. |
|  | Flying High Apparel Womens |  |  | Krista Hochwallner Krista Hochwallner Loganholme QLD 0421 101 792 info@kristahochwallner.com.au www.kristahochwallner.com.au | Krista Hochwallner is a Brisbane based designer who graduated with a Diploma of Fashion 2006 and has now launched the Krista Hochwallner Label with the objective to create fashion that is fun, feminine and ladylike, accentuates the figure and features well constructed garments. <i>Flying High</i> is a light and airy spring/summer collection featuring feminine and flattering dresses and an abundance of ruffles. Silk Chiffon and Dupion, Cotton. Made in Australia by the designer. RRP \$190-450. Available from www.kristahochwallner.com.au Debut collection. |

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|  | Perhaps a walk in the park Apparel Womens |  |  | LAOISE design Laoise Daly Mapleton QLD 07 5478 6858 0415 274 507 info@laoise.com.au | LAOISE design is the creative expression of Sunshine Coast designer Laoise (Leesha) Daly, who's appreciation for raw organic forms transpired into an opportunity to follow her creative passion and launch her designs at the Eumundi Markets. She has a regular local and interstate following and is dedicated to ethical and sustainable manufacturing. <i>Perhaps a walk in the park</i> features whimsical features on classic designs with an organic undertone. A playful, yet sophisticated collection reminiscent of the 1920's when women were liberated, feminine and confident enough to be frivolous. It's an eclectic mix of organic fibres collaborating in a collage of texture and colour. Sustainable fibres grown and woven under fair trade conditions in a small Nepalese village, including soy, nettle, organic cotton, silk, bamboo. All dyes are eco-friendly, patterns and designs by LD. RRP \$85-450. Available from www.laoise.com.au |
|  | Lower Valley Locals Accessories – Shoes and Handbags |  |  | Lost Not Lonely Sara Smeath New Zealand and Victoria Point QLD 07 3820 6302 0423 749 067 sara@lostnotlonely.com www.lostnotlonely.com | Sara Smeath has come a long way from her living and growing up in Maromaku, a small rural district in the north of New Zealand. No local shops, poor TV coverage with only two channels, a school with only 32 children, encouraging teachers and countless hours spent with her grandmother, who is forever sewing, knitting or designing garments for the locals Country Women's Institute provided all the inspiration and motivation Sara needed. "No maps needed to make your own path" is the philosophy that Sara and her brother Darren have taken to going into business together and bringing Lost Not Lonely to life. <i>Lower Valley Locals</i> is inspired by spending time around the 50-year-old family trucking business. Dust, diesel and dirty trucks, not the most common of childhood upbringings, was the backdrop for this collection. Leather. Manufactured in Indonesia. RRP \$250+. Available from www.lostnotlonely.com Debut collection. |
|  | Aliah Apparel – Womens |  |  | MOPOKE Christy Van der Heyden North Fitzroy VIC 0416 851 131 inquiry@mopoke.net.au | 'Aliah' is Mopoke's second range, appropriately named as it means 'ascension' and represents the progression from 'Atlantis', celebrating MOPOKES first year in the industry and designer Christy Van Der Heyden's personal ascension with her label! Garments are designed and made in Melbourne in a non-sweat-shop environment using a minimum 95% natural fibres. <i>Aliah</i> is a collection that mixes tailored pieces with one-size loose throw-ons and draws inspiration from Melbourne's eclectic culture. Natural fibres, cotton, wool, linen, rami, hemp. Made in Australia. RRP \$80-450. Available from the designer. Label launched debut September 2008. |

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|  | Moods, Moments and Ideas Apparel – Womens |  | Sebastian's Sister  | Sebastian's Sister and Eternal Safari Francesca Altenburg Gemma Jameson Ainslie ACT 0430 320 119 or 0405 713 941 gemmajameson@gmail.com cescaaltenburg@hotmail.com | The design labels Eternal Safari and Sebastian's Sister began collaborating in 2008 to develop idea generation and creative communication. This partnership allows creative freedom as well as emotional support enabling the designers to create exciting and dynamic collections. <i>Moods, Moments and Ideas</i> is a collection hoping to capture snapshots of ideas, moods and moments as put forward by the artists Wong Kar Wai, Haruki Murakami and Masao Yamamoto in their work. Refreshing wearable garments for a flexible wardrobe. Wool, cotton, bamboo. Made in Australia by the designers. RRP \$80-350. Available from the designers. Debut collection. |
|  | The Black Swan Apparel – Womens |  |  | Sheena Murray Sheena Roberts Dudley NSW 0427 883 706 enquiries@sheenamurray.com.au www.sheenamurray.com.au | Sheena Murray is about sleek designs that support leading businesswomen – women who are independent, intelligent and chic. The emphasis of this label lies in fine contemporary design that encompasses a fair share of eco-friendly characteristics. Currently stocked in Melbourne, the Sheena Murray label has most recently been exhibited at both the Melbourne Festival of Fashion 08 and the Melbourne Design Festival 08. <i>The Black Swan</i> : chic, understated yet beautifully made separates, framed by 60's geometric panelling and silhouettes. The look is upbeat and elegant, with the inclusion of tailored long shorts and Capri pants. The effect: a look designed to define the wearer as an independent leader in her field, taking ht unexpected in her stride. Wool, silk, linen, leather. Made in Australia by the designer. RRP \$300-1,200. Available from the designer. Debut collection. |
|  | My Friend Carcus Apparel – Mens | |  | Texas Johnny Julian Ferro Watsonia North VIC 03 9434 7845 0431 016 496 texasjohnny@hotmail.com www.texas-johnny.com | Julian Ferro's label Texas Johnny is purely a masculine label. Without expected teachings of fashion school Julian learnt the hard way when it came to garment construction. Without following traditional methods of design, Julian wasn't constricted to specific design paths, which led the way for more innovation. <i>My Friend Carcus</i> is an interpretation of the celebration of the loss of a loved one. To achieve a sense of understanding the loss, I used black fabrics, yet the celebration of having known them, their memory still lives on in the contrast of symbolic white... Cotton, wool, leather, denim, viscose. Made in Australia by the designer. RRP \$70-1,500. Available from www.texas-johnny.com |

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|  | <p>Cockroach Glam 2008 Accessories - Jewellery</p> |  |  | <p>Yamila Guedez Yamila Guedez Kew VIC 03 9853 2690 0428 316 097 yamilaguedez@gmail.com www.yamilaguedez.com</p> | <p>Yamila Guedez is originally from Venezuela where she graduated in Architecture and later discovered her passion for fashion accessories. Her work with leading designers brought her to Miami, USA and London, UK where she studied jewellery design at Central St Martins College of Art and Design in 2007. <i>Cockroach Glam</i> began, as does all Yamila's creative work, with a re-interpretation of the raw materials from which the aesthetic object will be contrived. "All my accessories are designed through the combination of femininity and a sharp avant-garde temperament." Beauty, sensuality and elegance come together in the delicately personal design of each piece, whose contemporary mise-en-scene shines bright when worn by the sexy, dynamic and active women of our times. Electroplated brass, strands of selenite, nylon, Lycra, wool, tulle, jute, acrylic and resin. Made in Australia by the designer. RRP \$45-150. Available from www.yamilaguedez.com Australian debut.</p> |
|  | <p>A Veiled Age Apparel – Womens</p> |  |  | <p>Zemelita Melinda Felder Kallangur QLD 0411 445 413 zemelita@hotmail.com</p> | <p>Melinda Felder's Zemelita is an emerging label that explores and blends traditional and cultural diversity, languages, art and architecture, into a contemporary context. The label exemplifies an emotive passion for texture, colour and fabric experimentation that is juxtaposed against intricate yet unexpected detail to create a unique tautology of style. After winning a scholarship to extend her fashion knowledge in Florence, Italy, Melinda worked for an International designer in Italy and was then inspired to launch her own label in Australia. <i>A Veiled Age</i> explores clever detailing and manipulation of pleats and textures with fine fabrics and a subtle colour palette. Masculine tailoring is softened to create an effortless style and silhouette in cropped jackets, dresses, skirts and pants. Silk, Cotton. Bamboo and natural and man-made fibre blends. Made in Australia by the designer. RRP \$80-500. Available from the designer. Debut collection.</p> |