

**FASHION
EXPOSED &
preview**

Leather
Bags &
Accessories
Fair 2008

FOR IMMEDIATE RELEASE

MARCH 2008

BUYERS APPLAUD THE NEW LOOK FASHION EXPOSED

9-11 MARCH 2008

Welcoming approximately 6,000 buyers, Australia's premier fashion fair, **FASHION EXPOSED & *preview*** finished on a high this week at the Sydney Exhibition Centre. With a fresh new look, exciting new precincts, a host of new labels, and a stunning collection of French designers, Sydney's 4th **FASHION EXPOSED & *preview*** was without a doubt one of the most exciting fairs to date.

FASHION EXPOSED & *preview* showcased approximately 2000 labels across Womenswear, Menswear, Childrenswear, Streetwear, Intimates, Beach & Body, and Eveningwear this season. In addition, new precincts such as 'ECO' and 'Junior' provided a look at some of the hottest brands, trends and ideas emerging within these sectors. The fair showcased 550 companies, including an abundance of first time exhibitors and a breadth of labels launching into Australia from around the globe. **FASHION EXPOSED** has long been a platform for introducing new labels and this continued in Sydney with Da Da & Co successfully entering into the Australian market: *"It blew us away completely. The show opened at 10am Sunday and by 11am you could hardly enter our stand, it was that busy. The fair was far more than we expected and the launch of our new brand was a great success. We are looking forward to Melbourne in September."* Peter Zvedeniuk, Owner, Da Da & Co.

The International Designer Showcase was an enormous success. Now in its third season it showcased France as the guest nation and the French delivered dynamic labels to the delight of buyers. The two French runway shows were a definite highlight of the fair. Lingerie from Chantal Thomass and Lejaby sizzled whilst the ready-to-wear show highlighted some of France's finest labels including Virginie Castaway, Cannisse, One Step, and IKKS. David Clement speaking on behalf of The French Trade Commission in Australia commented *"The quality of the Fair and the service provided were great and the French Trade Commission in Sydney is proud to have had the opportunity to invite French brands and designers to Australia for this fair. I personally think the French Pavilion was a great opportunity for designers to show who they are Down Under and I am convinced that there will be more labels coming next year."*

FASHION EXPOSED & *preview* was co-located for the first time with Australia's newest independent trade fair; The Leather Bags & Accessories Fair (LBA). Featuring handbags and accessories, LBA also unveiled its new precinct of LBA *preview* which provided buyers with access to high-end Australian and international boutique labels exclusively dedicated to innovative ranges in bags, millinery, footwear and jewellery.

FASHION EXPOSED & *preview* will return to Melbourne, 14 – 16 September 2008 and in continuing with a trend of innovation, promises to be a great success. The Fair will continue to evolve to ensure it delivers the hottest new collections and labels to inspire and inform visitors and exhibitors alike.

FASHION EXPOSED & *preview* would like to acknowledge the following organisations for their support: Austrade, Australian Retailers Association, Australia Post, NSW Department of State and Regional Development, Ragtrader, stylehunter.com and Toni & Guy.

FASHION EXPOSED is a proud partner of [fashionstate](http://www.fashionstate.com.au), an exciting new city-wide festival for fashion professionals that launched in Sydney from 7-12 March 2008. For details visit www.fashionstate.com.au

Visit www.fashionexposed.com and www.preview.net.au for further details.

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