



**30 August - 1 September 2009**  
Melbourne Exhibition Centre

## EXCITING NEW INTMATES PRECINCT LAUNCHES AT FASHION EXPOSED

Australasia's Premier Trade Event, Fashion Exposed will be back better than ever this August when it takes over the halls at the Melbourne Exhibition Centre and launches it's new Intimate Apparel precinct **Allure - Intimates & Body Basics**.

*For the first time, Intimates and Body Basics have been given special prominence in a newly created precinct devoted to a captivating array of Australian and International labels that range from the cutting edge to classic luxury.*

Incorporating Intimate Apparel, Shapewear, Sleepwear and Lingerie Accessories, top brands showcasing their new seasons collections include Freya, Fantasie, Berlei & Bonds as well as stand-out highlights from new comers Spencerlacy & Emma Knieriem launching for the first time. A gorgeous representation of maternity lingerie from Hot Milk & Cake Lingerie will also be on show.

*Also celebrating the body beautiful in an intimate setting will be the Fair's hottest floor shows – the Allure Live Look Books. These exciting fashion shows will give buyers a sneak peak at new seasons Intimate Apparel collections.*

**Misoh** – *“As first time exhibitors, we found Fashion Exposed to be invaluable exposure that gave my business an incredible boost. By the end of the first day, we had doubled our business.”*

With over 100's of collections on show the launch of Allure is not to be missed.

**What: ALLURE at Fashion Exposed**  
**Where: Melbourne Exhibition Centre, Southbank**  
**When: August 30<sup>th</sup> - September 1<sup>st</sup> 2009**  
**Website: [www.fashionexposed.com](http://www.fashionexposed.com)**

**FASHION  
EXPOSED**  
& preview

Co located with

Bags  
& Accessories  
Fair 2009

australian  
shoe fair