

FASHION EXPOSED & preview

FOR IMMEDIATE RELEASE

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SUPPORT AND DIRECTION IN UNCERTAIN TIMES, FASHION EXPOSED WRAPS UP SUCCESSFUL MARCH FAIR

It was business as usual at Fashion Exposed this weekend, with over 580 fashion and accessory companies braving the climate to present their new season collections to buyers from across Australia and the world.

With economic uncertainty currently being felt by the industry, this season more than ever before, FASHION EXPOSED offered valuable support and direction for visitors. Through new and existing features as well as hard hitting seminars by industry experts, organisers of FASHION EXPOSED provided visitors with the tools to move forward with confidence.

As doors opened on Sunday morning, organiser's revealed the new layout of the fair, created with the busy buyer in mind. Covering 22,500sq metres within the Sydney Exhibition Centre, FASHION EXPOSED brought together hundreds of labels across categories including **womenswear, menswear, street urban, StreetLab, eco-friendly, junior (childrenswear), beach, body & surf, bags & accessories, preview and international designers.**

With FASHION EXPOSED offering undeniable exposure, it is considered the ideal launch pad for new brands and initiatives as well as an essential platform for many of Australia's leading companies. Having exhibited many times in the past, leading accessory designer **Zoe Kratzman commented "The quality of visitors was high; I made some great contacts and wrote many new orders"**. Speaking from his stand, **John Troung of Oxygen** clothing praised the organisers for their ability to keep the fair new commenting **"This has been the best show ever and we love what the FASHION EXPOSED team is doing"**. First time exhibitors were not left out of the picture when it came to success either with **We Walk, Sosueme and Anna Campbell** also mentioning an outstanding fair.

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The **FASHION EXPOSED** runway shows brought many amazing labels to life during the fair. **From French lingerie and the launch of the William Rast denim collection through to Hong Kong's finest** presenting for the first time, the runway area was a popular part of FASHION EXPOSED. **Live Look Books** (intimate salon shows) also took place throughout the fair giving visitors the opportunity to see and experience more. The short, action-packed shows featuring highly directional collections in womenswear and StreetLab were very popular with busy buyers hoping to grasp the latest looks in these categories.

Supporting emerging designers has become a key component of Fashion Exposed over recent years. Created to give emerging designers a break into the highly competitive Australasian fashion arena, in **debut** (the emerging designer competition) has nurtured some of Australia's hottest emerging labels such as Donna Srgo, Bird, Since Grey, Trimapee and Subfusco.

On Sunday March 8th a panel of industry experts announced that **Sebastian's Sister and Eternal Safari** had won **Apparel Award** and **Lost not Lonely by Sara Smeath** had won the **Award for Accessories**. Collecting a prize pool in excess of \$6,000 the winners will each secure an individual location within FASHION EXPOSED or *preview* the following season as well as WGSN trend workshops valued at \$500.

Speaking from the fair curator of **debut** Uli Hasel commented *"This season it has been such a pleasure to discover such talented and sophisticated designers. Our judges had a tough time working through each of the collections and the winners were chosen for their 'well thought out, complete' individual stories."*

FASHION EXPOSED and *preview*, along with the Australian Shoe Fair, will return to the Melbourne Exhibition Centre from August 30 – September 1. Visit www.fashionexposed.com for further details.

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