



FASHION EXPOSED & preview

AUTUMN/ WINTER '10

AUGUST 30TH – SEPTEMBER 1ST 2009

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.

With more than 500 companies in menswear, womenswear, childrenswear, accessories & footwear showcasing their new season ranges, Fashion Exposed is the one Fair not to be missed.

Exciting new launches are set to take place including Victor Alexandre, Metropolitan, Casaveen, Manawatu, Algie Clothing, Alpaca Design, Enjoy, Pink Stitch & Emu Clothing.

Features at the Melbourne Fair include stunning Salon Shows, Live Look Books as well as the Australian Retailers Association's free Hot Half Hours on retail strategies, marketing and visual merchandising plus Educational Seminars featuring insights on influences shaping next season's trends by FGI; and global visual merchandising trends by Jack Hanrahan, Westfield.

What the Exhibitors say.....

"As you know we take part in many Fairs throughout the year and as in previous years Fashion Exposed is by far the most successful. To us it is not just about writing orders, it is about presenting our range to the Fashion public. Fashion Exposed allows us to do this better than any trade show we attend. Whilst seeing growth from trade shows is not our focus Fashion Exposed continues to grow every season. The overall impact of the Fair is powerful & well presented, the operation is well managed & as a participant nothing seems to be too difficult. Fashion Exposed is great for our business & fun to be part of. Thank you"! **Tom Tindal – Orientique Fashions**

What the Retailers say.....

"Fashion Exposed allows us to see many of the labels we stock in three days, heavily cutting down our buying time. It also gives us "exposure" to new labels. One stop, 3 day shopping". **Ellen Kop - Jenny's Shoppe**

What: Fashion Exposed

Where: Melbourne Exhibition Centre, Southbank

When: August 30th- September 1st 2009

Website: www.fashionexposed.com