

street lab

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STREETLAB RETURNS TO MELBOURNE FOR ITS FOURTH SEASON 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.

StreetLab returns to Melbourne for its fourth season & once again will have special prominence in the centre of the Street/Urbanwear. This precinct is devoted to a captivating array of Australian and International labels with leading cutting edge designs.

Some of the stand-out highlights include hip label Charles of London (which can be found at the exclusive Patricia Field boutique in New York), Melbourne label - You vs. Me, Narcissist & Made by Metric.

Exciting international labels coming to Melbourne include William Rast (started by Justin Timberlake), American mainstays Affliction & Ed Hardy as well as UK label, We Walk as worn by Sienna Miller and LA label Tokidoki.

Also showcasing the latest in street designs will be the Fair's hottest floor shows – the StreetLab Live Look Books. These exciting fashion shows will give buyers a sneak peak at new seasons Street/Urbanwear collections.

"Fashion Exposed is a must, especially for up and coming labels. March 2009 in Sydney was our best trade fair by far, the new accounts opened and contacts have been priceless to our company going forward. The Live Look books & streetlab shows are brilliant, we are very happy with the event." - **Macri Brothers**

With over 100's of collections on show StreetLab and the Street/Urbanwear precinct should not be missed.

What: StreetLab and Street/Urbanwear at Fashion Exposed

Where: Melbourne Exhibition Centre, Southbank

When: August 30th- September 1st 2009

Website: www.fashionexposed.com

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