

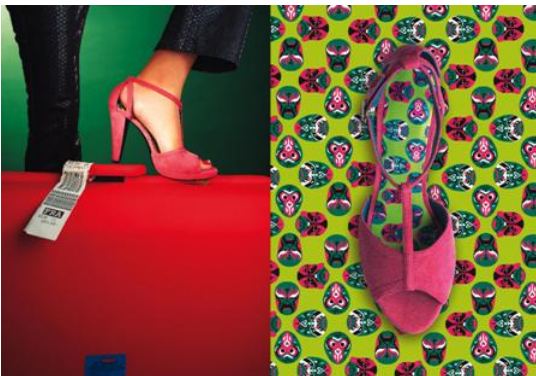
## BUYERS SEEK CUTTING EDGE DETAILS AT THE AUSTRALIAN SHOE FAIR

### For Immediate Release

The business of buying was top of the list for visitors attending the **AUSTRALIAN SHOE FAIR (ASF)** from Friday 13 to Sunday 14 of February. Attracting buyers from across Australia, New Zealand, Singapore and the Cook Islands and as far a field as the USA and the Caribbean Islands, the Australian Shoe Fair experienced the most positive three days in the events history.



Bringing together many of the most sought after names in the footwear industry, the **AUSTRALIAN SHOE FAIR** is the choice of labels such as *Birkenstock, Doc Martens, Ecco, Elo, Estilo, Fiebiger, Florsheim, Jorge Bischoff, Jumbo Ugg boots, Lewre, Levi's by Corell, NatSui, Nue Nue, Rafas Espadrilles, Taibano*, and many more. Speaking from the fair, Stuart Nichols the wholesale manager for Ecco (New South Wales & Victoria) commented ***"The Australian Shoe Fair allows us to connect with rural stockists we would otherwise not get to meet. We also have the opportunity to meet new business contacts which is an important part of our visit."*** He said.



Nue Nue



NatSui

Cont/d

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Recently at the Australian Shoe Fair, select Accessory brands have been introduced to provide buyers with extra options for their customers. The response has been so well received that many exhibitors have already secured their space at the August 09 edition.

This season for the first time, a group of leading Thai brands visited the fair. With collections demonstrating attention to detail on selected decorative components, quality and innovation (bio-degradable footwear) the Thai group collectively attracted international and domestic buyers to their stands.



Khun Kiattikhun Chartprasert



Speaking on behalf of the Thai delegation, khun Kiattikhun Chartprasert, the Consul General of the Royal Thai Consulate in Sydney commented ***“Our group thoroughly enjoyed their Australian experience. The feedback from the buyers attending has been overwhelmingly positive for and we have made many valuable connections further to the fashion parade. We were expecting to see mainly Australian buyers but have been pleased to meet many internationals here as well.”***

The next **AUSTRALIAN SHOE FAIR** will take place in Melbourne from Sunday 30 August to Tuesday 1 September 2009. For further information please visit [www.australianshoefair.com](http://www.australianshoefair.com)

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