

Fashion Goes Virtual

The Designedge Fashion Incubator is the only virtual fashion incubator in Australia. It provides a virtual shop front for more than 40 small fashion businesses currently, and 10 feature Indigenous designers.

The incubator not only gives local fashion designers a chance to show and sell their work, but it provides the opportunity for fashion designers to access business information, mentoring and small business skills workshops so they can grow their businesses in Australia and internationally.

Designedge first started in 2003 as part of the designedge - TCF Australia Uncovered trade exhibition at Burswood Resort Complex. There were more than 100 exhibitors and 15 international buyers in attendance. Between 2005 and 2007 Designedge was then housed at Belmont Forum Shopping Centre. As a retail fashion incubator, shoppers had the opportunity to meet many of the designers, and also purchase their unique and innovative designs.

Given the boom of online shopping worldwide, Designedge has now moved online to www.designedge.net.au

Carol Hanlon, Founder and Manager of Designedge said "It's fantastic that we can offer emerging fashion designers with an online outlet to promote their designs. The designers can also learn vital information about supply chains, materials sourcing & market access."

The Designedge Fashion Incubator is supported by the Textile Clothing Footwear Resource Centre of WA Inc. (TCFWA), Belmont BEC Inc. (BEC) - Small Business Centre Belmont (SBC), WA Dept of Agriculture and Food Wool Program (DAFWA), Business & Professional Women WA (BPW), Australia Post, Ego Creative, sponsors, supporters & volunteers. Establishment of the designedge online shops project was supported by the Australian Government under the TCF Small Business Program and the Building Entrepreneurship Small Business program.

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