

MEDIA RELEASE

Margaret Rushe from Rushe Farrell Consultancy to address Third International Conference of Fashion Incubators 2011

The Third International Conference of Fashion Incubators will be held at the Parmelia Hilton in Perth from the 11th until the 13th of September 2011. Margaret Rushe from global consultancy Rushe Farrell will be addressing the conference on 'What Global Boutique and Department Stores are really looking for from designers'.

The conference is being hosted by community organisations Textile Clothing Footwear Resource Centre of WA (TCFWA), designedge Fashion Incubator, TCF Global and the Belmont BEC. These organisations provide those in the fashion, TCF creative industries access to business workshops, online mentoring, forums, industry cluster networks, and national and global linkages to other small businesses operating in the textile, clothing, footwear & leather industry across Australia and around the globe.

The Third International Conference of Fashion Incubators will offer new opportunities for fashion business educators and fashion trade events from around the globe to network, discuss best practice and expand global designer marketing and promotional opportunities. The Conference will aim to build on past successful conferences of International Fashion Incubators held in UK and USA. It will assist the growth and development of fashion industry business educators and those that nurture and support emerging designers, as well as elevating Perth on the international fashion stage.

The event will present challenging speakers at the forefront of the industry as well as a range of practitioners willing to share their experiences and expertise, exhibitors and great opportunities for global networking. The Conference will also announce the establishment of an International Fashion Incubator Organisation.

Conference Convenor, Carol Hanlon said "Margaret's spur-of-the moment decision to stopover in Perth during a world trip and a chance meeting when visiting our designedge – TCF Australia Uncovered Trade Exhibition we staged in 2003, led to Margaret's enduring love affair with Australian fashion, and she has now successfully relocated her business to Perth. Margaret also donates time towards her committee role at the Textile Clothing Footwear Resource Centre of WA. Margaret is passionate about mentoring up and coming designers to be market ready, and we are pleased she will be in Australia to address the conference".

Rushe Farrell export Australian and New Zealand designers to European buyers and imports European Designers to the Australian markets. Margaret's extensive knowledge of the fashion industry in buying and selling has been finely tuned over the last 25 years. She now lives between Ireland and Australia and is a consultant advisor to many international buying houses and department stores. She also consults to some fashion weeks on their VIP guest buying lists and has been a judge for fashion related events worldwide appearing as international guest judge on fashion television shows.

Margaret will cover up to the minute information on what is happening RIGHT NOW in stores, and what EXACTLY they are looking for from Designers in the coming season/year.

A list of other speakers for the International Conference of Fashion Incubators can be seen at <http://www.fashionincubators.com/program>

Sponsorship opportunities are still available for the event.

For up to date information on the Conference, please visit www.fashionincubators.com, or email conference@tcfglobal.com

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