**Media Release**

**Victorian Label Maddy Petrulis to Showcase Designs at Fashion Exposed in Sydney, March 2011**

Maddy Petrulis clothing has been selected as one of 8 successful designers to be sponsored by the Textile, Clothing and Footwear Resource Centre of WA (TCFWA) and TCF Australia to attend Fashion Exposed in Sydney next month.

Fashion Exposed is one of Australasia’s premier trade fashion events and the next one is being held from the 6th to the 8th of March 2011 at the Sydney Exhibition Centre. Fashion Exposed occurs twice-yearly and provides an opportunity for the fashion industry to meet, source and buy collections from over 1,500 diverse Australian and International brands, all at one event.

Maddy Petrulis was launched by Designer Madeleine Petrulis who is passionate designing current looks to suit those with ‘not so perfect’ bits.

Madeleine said, “I’m excited to be selected to showcase my designs at Fashion Exposed in Sydney in March, thanks to TCFWA and TCF Australia. My signature look is based around the 30+ woman and giving her a fabulous look and a great variety in her clothing, both in shapes and sizes. She is 'on-trend" and most importantly comfortable. I have had many compliments describing the comfort of my designs whilst still looking great”.

Along with sponsoring a selection of designers to showcase their work at Fashion Exposed, TCFWA and TCF Australia will provide attendees at the event access to a series of workshops for the textile, clothing, footwear & leather industry. The workshops will be offered FREE for up to 15 small businesses at a time.

Workshops to be held include:

**Using Online Resources to Market your Fashion Business**

Sunday 6TH March – 12noon – 1pm presented by Jasmyn Mumme – Shopwize

**Creating Your Online Fashion Shop**

Sunday 6TH March – 1pm – 2pm presented by Jasmyn Mumme – Shopwize

**How to Keep Customers Coming Back**

Sunday 6TH March – 2pm – 3pm presented by Jasmyn Mumme – Shopwize

**SEO & Google Ad Words Workshop**

Monday 7th March – 10.30am - 12 pm presented by Luke Kelty - Digital Bridge

**How To Brief Your Website Developer Workshop**

Monday 7th March - 1pm – 2.30pm presented by Luke Kelty - Digital Bridge

**Building Online Customer Base Workshop**

Tuesday 8th March – 10.30am - 12 pm presented by Luke Kelty - Digital Bridge

**Cloud Computing Services and Data Backups Workshop**

Tuesday 8th March - 1pm – 2.30pm presented by Luke Kelty - Digital Bridge

To find out more, or to book a spot to attend a TCF Australia Online Training & Mentoring Project workshops at Fashion Exposed, please go to [www.tcfaustralia.com/workshops](http://www.tcfaustralia.com/workshops) or telephone (08) 9479 3777.

**Designer Contact Details:**

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