

MEDIA RELEASE

TCF Australia supports Alice goes Out™ at 'FASHION EXPOSED REVIVED' in Sydney from the 20th to the 24th of February 2015

Alice goes Out™ is a Melbourne-based design house that creates and manufactures quality occasion headwear suitable for the street, special occasions, weddings and the growing Fashion on the Field market.

Founded in 2014 by Jane Watts and Kerry l'Anson, the brand offers premium limited edition headwear wholesale and via the online retail site www.alicegoesout.com, directly to consumers.

There is an Alice goes Out™ headpiece for every season and each piece in the range has been designed to align with the latest fashion colours and trends. The collection showcases the finest materials crafted into highly desirable hats, fascinators and headpieces. Creations are ready to stand-out at any world-class horse race, cocktail party or wedding while day wear range offers edgy and fashion-forward street cred.

Designed with today's woman in mind, the headpieces complement the beauty of the wearer and to provide head-turning glamour.

To add excitement to the range, each Alice goes Out™ headpieces is individually packed in a beautiful signature collection hat box.

In developing the Alice goes Out© brand Jane Watts said: "Our research showed the Australian millinery industry generates an annual turnover of around \$245 million with the major runway for hats being major race meets."

Australian Bureau of Statistics data (2009-2010) reveals that approximately 925,000 women attend Australian race meets annually with the 86 event Spring Racing Carnival attracting approximately 320,000 women. Based on Spring Racing Carnival data around 62,000 hats were purchased for the four-day Melbourne Cup Carnival in 2013 which Alice goes Out™ equates to around \$15.5 million in sales.

"While not all meets require fashionable attire, the growing trend towards holding Fashions on the Fields at country and metropolitan race meets within Australia is contributing to a growth in headwear popularity and sales", Jane said.

She continued: "According to Google hat wearing is a popular subject. For instance, in Australia around 460,000 searches are made monthly by people seeking information on hats, hair accessories, fascinators, millinery, milliners and related subjects. Globally 21 million searches are made on corresponding subjects monthly.

"Alice goes Out™ aims to tap into this exciting market and in particular, the desire for women to feel fashionably fabulous in the latest headwear designs on the market. Our price point makes our headwear accessible to the majority but our limited edition range means that women do not have to fear running into themselves again and again".

Alice goes Out™ is being supported by TCF Australia to attend and show their products at Sydney 2015, *FASHION EXPOSED REVIVED* in February.

Designers across the country such as Jane Watts will be given the opportunity to sell their wares at the dedicated TCF Australia Emerging Designer Showcase at *FASHION EXPOSED REVIVED* between 20th and 24th February, 2015 at Sydney Showground. The show will highlight Spring/Summer 2015/2016 & Winter 2015, and will include Womenswear, Menswear, Childrenswear, Accessories, Footwear, Lingerie & Sleepwear, and Retail Services.

These emerging designers will be exposed for the first time to the fashion industry trade fair market. They will have first time access to business workshops, online mentoring, forums, industry cluster networks, and national and global linkages to small businesses operating in the textile, clothing, footwear and leather industry across Australia.

Jane Watts said, "By attending *FASHION EXPOSED REVIVED* we would like to develop a wholesale customer base that will allow our current consumers the option to purchase our

headwear in bricks and mortar stores. We hope to make our products more visible and desirable to a larger and more diverse customer base.”

Carol Hanlon, CEO of TCF Australia said, “Alice goes Out™ will be offered one on one mentoring through the entire trade fair process from preparing for a trade event, setting up to selling to pack up and will have dedicated TCF personnel on hand to help her every step of the way.”

FASHION EXPOSED REVIVED – TCF AUSTRALIA EMERGING DESIGNERS SHOWCASE is sponsored by Australian Gift & Homewares Association, TCF Australia, TCFWA, TCF Global, Belmont BEC, TCF Energy Efficiency Project and BPW Business Incubator.

Jane Watts said, “My tip for future designers would be to prepared for hard work. When the going gets tough, you need to be prepared and get even tougher.”

‘Alice goes Out’ is available online at www.alicegoesout.com

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ABOUT TCF Australia

The Textile, Clothing and Footwear Resource Centre of Western Australia Inc. (TCF Australia) is a not-for-profit national support centre for the Textile, Clothing Footwear and Leather industry providing support and specialised resources, services and training. From its headquarters in Belmont, WA, TCF Australia aims at networking to maintain and establish key partnerships for the national TCF industry.