

## **MEDIA RELEASE**

### **TCF Australia supports 'Mim & Lily' at 'FASHION EXPOSED REVIVED' in Sydney from the 20<sup>th</sup> to the 24<sup>th</sup> of February 2015**

'Mim & Lily' is a clothing range started by Emily Hardy in the Northern Territory of Australia in 2013.

Emily Hardy said, "The inspiration for my next collection "Friends of Mine" is drawn from a range of women body types - a piece for all shapes, tastes and styles. I strive to produce good quality, easy-to-wear affordable items that are able to be dressed up and down, day or night, work or play with strong bold colours and brush stroke patterns. I like to use a viscose rayon mix that falls and moves beautifully with movement, and that is extremely feminine".

Mim & Lily 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 Emily Hardy will be given the opportunity to sell their wares at the dedicated TCF Australia Emerging Designer Showcase at *FASHION EXPOSED REVIVED* between 20<sup>th</sup> and 24<sup>th</sup> 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.

Emily Hardy said, "I hope to gain exposure for my brand by attending *FASHION EXPOSED REVIVED*. I would also like to learn more about wholesaling and networking."

Carol Hanlon, CEO of TCF Australia said, "Emily 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.

Mim & Lily is available online at [www.mimandlily.com](http://www.mimandlily.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.