

## **MEDIA RELEASE**

### **TCF Australia supports 'No More Laundry' at 'FASHION EXPOSED REVIVED' in Sydney from the 20<sup>th</sup> to the 24<sup>th</sup> of February 2015**

Clothing and accessories company 'No More Laundry' was dreamt up by founder, Faydi Saddik, from his love of all things vintage. No More Laundry was born in late 2011, and draws inspiration from 40's to 70's Art, Fashion and Culture, Interfused with current runway shows and global trends creating signature styles that are the answer to Australia's own fashion fix.

Founder Faydi Saddik said, "I had a desire to bring women a range of clothing that is not only affordable and made from interesting luxurious fabrics, but a range that was innocent yet flirtatious leaving every girl feeling inspired, flattered and cheerful. Whether you are looking for that perfect daytime dress or something to wear for a night out on the town with the girls, No More Laundry has all bases covered."

No More Laundry 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 Faydi Saddik 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.

Faydi Saddik said, "By attending *FASHION EXPOSED REVIVED*, I hope to gain more exposure for my collection and attract more stockists to our brand."

Carol Hanlon, CEO of TCF Australia said, "Faydi 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 the 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.

No More Laundry's latest collection entitled "Waterford Dreams" is an inspiration and blend of Irish fields, luscious landscapes, teahouses and early 60's culture, influences that celebrated femininity in a range of girly and sophisticated silhouettes. Classic design features emanate the sweet girl next door style with short skirts, buttoned dresses and peter pan collars mixed with bold creative colors and exciting floral prints. No More Laundry is available online and at a Pop Up Store in Paddington, Sydney.

#### **No More Laundry Contact:**

Faydi Saddik  
No More Laundry  
Unit 9 / 36 O'riordan St  
Alexandria Sydney NSW  
0410 824 567  
02 8021 0451  
[sales@nomorelaundry.com.au](mailto:sales@nomorelaundry.com.au)  
[www.nomorelaundry.com.au](http://www.nomorelaundry.com.au)  
<https://www.facebook.com/nomorelaundry>

#### **TCF Australia Contact:**

Carol Hanlon  
CEO  
[carol.hanlon@tcfaustralia.com](mailto:carol.hanlon@tcfaustralia.com)

0417963231



**Textile Clothing Footwear Resource Centre of Western Australia Inc. (TCF Australia)**

PO Box 370, Cloverdale WA 6985 Phone 08 9479 3777 Fax 08 9479 3888 Email [info@tcfwa.com](mailto:info@tcfwa.com)

[www.tcfwa.com](http://www.tcfwa.com)   [www.tcfaustralia.com](http://www.tcfaustralia.com)   [www.tcfglobal.com](http://www.tcfglobal.com)

[www.mygreenincubator.com](http://www.mygreenincubator.com)   [www.bpwbusinessincubator.com](http://www.bpwbusinessincubator.com)   [www.designedge.net.au](http://www.designedge.net.au)

[www.myfashionincubator.com](http://www.myfashionincubator.com)   [www.belmontbec.com](http://www.belmontbec.com)   [www.mybusinessincubator.com.au](http://www.mybusinessincubator.com.au)

**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.