

## **MEDIA RELEASE**

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

Designed and made in Melbourne, the 'iROCK Jewellery' concept is the brainchild of husband and wife team Sarah and Tim Freeman. Founded in 2013, they were inspired by the mass customisation trend. They have created an innovative platform where customers can buy unique, handmade jewellery, and can also customise their own pieces to get something that suits their exact needs and style.

Born from a desire to create bold, yet timeless pieces, which can be styled up or down, iROCK Jewellery's signature style is minimalist with a luxe edge. Featuring unexpected details, they create simple silhouettes infused with statement features like Swarovski crystals, symbolic charms and chunky chains.

Sarah Freeman said, "Giving customers, and our retailers, the chance to customise their pieces ensures they get a truly unique piece that suits their exact needs and style".

'iROCK Jewellery' 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 Sarah Freeman 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.

Sarah Freeman said, "By attending *FASHION EXPOSED REVIVED* we'd like to generate brand awareness with retailers and media. We'd also love to get feedback on our products, and hopefully make some sales".

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

'iROCK Jewellery' is available online at [www.irockjewellery.com](http://www.irockjewellery.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.