

MEDIA RELEASE

TCF Australia supports 10 Australian Emerging Designers at 'FASHION EXPOSED REVIVED' in Sydney from the 20th to the 24th of February 2015

TCF Australia will shortly be showcasing 10 Australian emerging designers at *FASHION EXPOSED REVIVED*, the fashion industry trade fair in Sydney Australia in 2015.

The 10 businesses from across the country will be given the opportunity to sell their wares at the dedicated TCF Australia 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.

Emerging Designers supported include:

- **Alice goes Out** - '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. www.alicegoesout.com
- **Convict** - Convict Bags reflect a raw beauty and pared back design aesthetic with a luxe-y edge, and use beautiful Italian aniline leathers and hair-on cowhides. They hand make their products in Australia, and have secured the rights to reproduce the famous poem 'My Country' by Dorothea Mackellar onto their products. www.convictbags.com
- **iRock Jewellery** - 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. www.irockjewellery.com
- **Jenkins & Jane** - 'Jenkins & Jane' is a story of a Melbourne based fashion label where a photographer and a fashion designer have come together to create their own original textile designs by capturing nature's beauty through a lens. The concept behind the label is a fusion of artistic direction meets fashion design in a contemporary and approachable style. www.jenkinsandjane.com.au
- **JACK LEE Australia** - 'JACK LEE Australia' caters for the professional stylish male. Jacki-Lee Munckton started the menswear label in 2011 after noticing the change from men wearing the suit and tie to work to business casual. www.jackleeaustralia.com
- **Lexi Clothing** - 'Lexi Clothing' create easily accessible women's clothing made from internationally sourced fabrics, combined with streamlined production methods. They design for young women who have an eye for detail using classic silhouettes and modern fabrics to create everlasting garments. www.lexiclothing.com.au
- **Malambo** - 'Malambo' offer handcrafted handbags and accessories spiced with South American flavour. Malambo was conceived as a social enterprise and the founder's passion is to empower people in impoverished rural areas to become sustainably productive and take the lead of their existence. www.malambo.com.au
- **Mim & Lily** - 'Mim & Lily' is a clothing range started by Emily Hardy in the Northern Territory of Australia in 2013. Emily likes to use a viscose rayon mix that falls and moves beautifully with movement, and that is extremely feminine". www.mimandlily.com
- **No More Laundry** - 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. www.nomorelaundry.com.au
- **Restless Socks** - 'Restless Socks' was born in Adelaide in 2014 by two childhood BFFs, Kirra Thomas and Andrei Priplotski. The emerging designers combined a passion for fresh design with a passion for business, and came up with the idea of creating a brand that sold socks with the same high level of design as any other item of clothing. www.restlesssocks.com.au

Carol Hanlon, CEO of TCF Australia said, "The designers have participated in one on one fashion and business mentoring with advisors through topics on preparing for a trade event, marketing their ranges and media & promotional support. I will also personally be on the TCF stand to assist with queries during each day of Fashion Exposed".

TCF Australia will also have an Information stand to handle queries from any designers and buyers who can also collect their complimentary vouchers for free Energy Efficiency Mentoring to link with energy/business advisors to assist them with reduction of energy costs and be more efficient in managing energy use in their TCF supply chains, retail stores and/or warehouses".

Carol will also be presenting each day on the Fashion Exposed REVIVED Seminar stage on a range of topics including How to grow your fashion business, TCF Global opportunities for retailers and designers and TCF Australia energy savings for retail, fashion and TCF industry supply chains".

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.



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

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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 head quarters in Belmont, WA, TCF Australia aims at networking to maintain and establish key partnerships for the national TCF industry.