**Media Release**

**W.A’s CVS Fashions to Showcase Designs at Fashion Exposed in Sydney, March 2011**

CVS Fashions has been selected as one of 8 successful designers to be sponsored by the Textile, Clothing and Footwear Resource Centre of WA (TCFWA) and TCF Australia to attend Fashion Exposed in Sydney next month.

Fashion Exposed is one of Australasia’s premier trade fashion events and the next one is being held from the 6th to the 8th of March 2011 at the Sydney Exhibition Centre. Fashion Exposed occurs twice-yearly and provides an opportunity for the fashion industry to meet, source and buy collections from over 1,500 diverse Australian and International brands, all at one event.

CVS Fashions was launched by Designer Chaynika Sethi in 2006, CVS Fashions specialises corporate wear for both men and women. All the garments are designed exclusively for the clients with utmost attention to quality and detailing.

Born in India, Chaynika completed studies at Ryan International School in New Delhi, and later the National Institute of Fashion Technology, also in New Delhi. After finalising her studies in 2005, she moved to Perth, and commenced work with established WA designer Hue Le.

Chaynika said, “I’m excited to be selected to showcase my designs at Fashion Exposed in Sydney in March, thanks to TCFWA and TCF Australia. My philosophy is ‘Why blend in... when you can stand out!”

Along with sponsoring a selection of designers to showcase their work at Fashion Exposed, TCFWA and TCF Australia will provide attendees at the event access to a series of workshops for the textile, clothing, and footwear & leather industry. The workshops will be offered FREE for up to 15 small businesses at a time.

Workshops to be held include:

**Using Online Resources to Market your Fashion Business**

Sunday 6TH March – 12noon – 1pm presented by Jasmyn Mumme – Shopwize

**Creating Your Online Fashion Shop**

Sunday 6TH March – 1pm – 2pm presented by Jasmyn Mumme – Shopwize

**How to Keep Customers Coming Back**

Sunday 6TH March – 2pm – 3pm presented by Jasmyn Mumme – Shopwize

**SEO & Google Ad Words Workshop**

Monday 7th March – 10.30am - 12 pm presented by Luke Kelty - Digital Bridge

**How To Brief Your Website Developer Workshop**

Monday 7th March - 1pm – 2.30pm presented by Luke Kelty - Digital Bridge

**Building Online Customer Base Workshop**

Tuesday 8th March – 10.30am - 12 pm presented by Luke Kelty - Digital Bridge

**Cloud Computing Services and Data Backups Workshop**

Tuesday 8th March - 1pm – 2.30pm presented by Luke Kelty - Digital Bridge

To find out more, or to book a spot to attend a TCF Australia Online Training & Mentoring Project workshops at Fashion Exposed, please go to [www.tcfaustralia.com/workshops](http://www.tcfaustralia.com/workshops) or telephone (08) 9479 3777.

**Designer Contact Details:**

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CVS Fashions

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