

**The High End of West Australian Fashion: a journey to MAFW**

TCFWA is a well known name in the realm of the fashion industry. As always it continues it's consistent and persistent marketing of the array of quality fashion and wearable art being produced in Western Australia.

Part of its undeniably successful campaign has been the implementation of the **designedge fashion incubator**. And in a few weeks designedge is proud to be taking 15 West Australian labels to the ever au courant Mercedes Australian Fashion Week.

The range of labels being shown at the **designedge fashion incubator** agents showroom encompasses a broad range of the delights and sophistications available in the West. The variety of genres include resort wear, antique accessories, contemporary day, urbane evening wear and hand fashioned unique pieces. 15 Designer labels are:

**Aquarelle** – designer Andrea Fitzpatrick, resort wear

**Assirak** – designer Karissa Fedele, casual day & evening wear

**Aime Cristie** – designer Cristi Molovan, day & evening wear

**Batchelor** – designer Robert Batchelor, day & evening ladies wear

**Brag Bags** – designer Jenny Spring, leather bags

**Destined to B** – designer Birgitta Helmersson, young ladies separates

**D'luce** – designer Larissa Shearn, ladies day & evening wear

**Giorgi** – designer Teresa Giorgi, day & evening wear

**Green Tea** – designer Rebecca Hyams, antique bags and tops

**Hue Le Designs** – designer Hue Le, evening wear

**KV Reyes** – designer Karla Reyes, young day and evening wear

**Mandi Mac** – designer Amanda McKenna, womenswear day & evening

**Monkeyshine** – designer Elaine McLeod, One of designer jewellery

**Prude** – designer Davina Homer, contemporary day wear and evening

**Pure Soul Design** – designer Sylma Cabrera, dressy casual ladies wear

**Samaras** – designer Jacqueline Samaras, evening wear

Viewing of labels in the designedge fashion incubator agents showroom is by appointment with showroom coordinator TCFWA Committee Member Margaret Farrell from Suki Moo, Australia's leading designer fashion export agency. Phone: Margaret Farrell Mobile: 0403 794 445 or 0422 506228.

**designedge fashion incubator showroom** will be located in MAFW Agents & Designer Suite 3 @ MAFW, Circular Quay, Sydney. The event runs from the 26th - 30th of April.

**designedge fashion incubator - Belmont** has shown its significance to the fashion industry in Western Australia with its constant growth and development. Established by TCFWA & Belmont BEC in February 2005, it is now the largest community based fashion incubator in Australia, housing over 70 West Australian labels. It offers a magnitude of opportunities to fashion labels at all stages of development from established to emerging designers by providing a retail outlet to sell collections to the general public as well as offer them a base where national and international agents can view their collections. With the strong industry connections and know how of Carol Hanlon at the helm, the initiative also offers its

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designers wishing to start a new fashion label or to grow their existing label the tools to develop a successful small business in the fashion industry.

designedge fashion incubator agents suite @ MAFW has been made possible through grant assistance of State government of Western Australia through ArtsWA Designer Fashion Grants Program, TCFWA, Belmont BEC, Suki Moo and the designedge fashion incubator supported by Belmont Forum Shopping Centre, Belmont, WA

For further information on the designers showcasing at Designedge agents showroom @ MAFW contact: Margaret Farrell 0403 794 445 or Carol Hanlon 0417 963 231

For other designers Media Releases view [http://www.tcfwa.com/tcfwa/Media-Designer\\_Media.htm](http://www.tcfwa.com/tcfwa/Media-Designer_Media.htm)

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