

MEDIA RELEASE

Global Fashion Wire Supports Third International Conference of Fashion Incubators in Perth, September 2011

The Third International Conference of Fashion Incubators will be held at the Parmelia Hilton on between the 11th and 13th of September, 2011, and Global Fashion Wire have committed their support and sponsorship.

The conference is being hosted by community organisations Textile Clothing Footwear Resource Centre of WA (TCFWA), designedge Fashion Incubator, TCF Global and the Belmont BEC. These organisations provide those in the fashion, TCF creative industries access to business workshops, online mentoring, forums, industry cluster networks, and national and global linkages to other small businesses operating in the textile, clothing, footwear & leather industry across Australia and around the globe.

The Third International Conference of Fashion Incubators will offer new opportunities for fashion business educators and fashion trade events from around the globe to network, discuss best practice and expand global designer marketing and promotional opportunities. The Conference will aim to build on past successful conferences of International Fashion Incubators held in UK and USA. It will assist the growth and development of fashion industry business educators and those that nurture and support emerging designers, as well as elevating Perth on the international fashion stage.

The event will present challenging speakers at the forefront of the industry as well as a range of practitioners willing to share their experiences and expertise, exhibitors and great opportunities for global networking. The Conference will also announce the establishment of an International Fashion Incubator Organisation.

Conference Convenor, Carol Hanlon said "We are thrilled that Global Fashion Wire is able to support this world leading conference. Perth will once again shine with visitors, speakers, and presenters arriving for the event from all over the globe."

Global Fashion Wire is a dynamic online newswire and content distributor, based in Sydney, Australia, and dedicated to distributing Fashion, Beauty & Lifestyle news from domestic as well as international brands, Global Fashion Wire can deliver maximum visibility to a global audience with brand/company announcements and media releases. They believe in unlocking the full potential each publication, media release, collection launch, product launch, Runway, Events and PR carries when put to market and the importance of keeping up with how media, consumers, retailers, brands and manufacturers today access their information via electronic media.

Global Fashion Wire provides an innovative 'real time' distribution platform that publishes product/brand information onto major search engines and fashion portals around the globe. They partner with organisations such as TCF Global to provide complete brand representation, maximum exposure and user-friendly portals to inform the local and international fashion/consumer communities. Global Fashion Wire utilises a unique platform for widespread on-line media coverage, helping expose and foster brand maximization on an international level, providing PR exposure and sales opportunities both locally and globally.

Global Fashion Wire publishes to platforms such as Yahoo, Google, MSN, Lifestyle and Luxury platforms and Industry websites as well as institutional platforms such as Bloomberg, Dow Jones Factiva and International Business Times.

A list of other sponsors for the International Conference of Fashion Incubators can be seen at <http://www.fashionincubators.com/supporters>

Sponsorship opportunities are still available for the event.

For up to date information on the Conference, please visit www.fashionincubators.com, or email conference@tcfglobal.com

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