

MEDIA RELEASE

Anita McAdam from Promostyl to address Third International Conference of Fashion Incubators 2011

The Third International Conference of Fashion Incubators will be held at the Parmelia Hilton in Perth from the 11th until the 13th of September 2011. Anita McAdam from Trend Consultancy Promostyl and Director of Studio Faro will be addressing the conference on 'Autumn/Winter 2012/13 Trends'.

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 "Every season the creative staff at Promostyl take their stunning publications and inspirational audio-visual presentation to Premier Vision in Paris. It is this presentation and the very same books that will be on display at the International Conference of Fashion Incubators this September in Perth. The conference has available day tickets for designers and retailers who wish to attend the day sessions only".

Based in the Inner West of Sydney, Studio Faro is a design and pattern-making studio that offers Design & Technical Services to the Fashion Industry and a Professional Development Program of pattern and design workshops. Faro director and lecturer Anita McAdam is active in the fashion industry as a designer, patternmaker and trend forecaster, and has over 30 years' experience in these fields.

In addition Anita is the Senior Consultant in Australia & New Zealand for Promostyl Trend Forecasting Publications. Promostyl is a Paris-based trend forecast company who has delivered new ideas to the fashion and design industries over the last 40 years. The key to Promostyl's trend communications is the shifting lifestyles and aspirations of the consumer. These visually inspiring forecast books are published 18 months in advance of the season and are of great interest to all creatives' and product developers across the design disciplines.

Following on from the Summer 2012 season of COMMITMENT the Autumn/Winter 12/13 trend forecast presentation will focus on the desire for EXPLORATION in the development of 4 themes:

- Exploring the modernity of the past with the theme STUDIO
- Exploring scientific experiments with the theme DIMENSION
- Exploring the subconscious mind and intuition with FANTASIA
- Exploring primal sensations with the theme LAND

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

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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