

## **MEDIA RELEASE**

### **Designedge fashion incubator 2011**

designedge first started in 2003 as part of the designedge - TCF Australia Uncovered trade exhibition staged in Perth by the Textile Clothing Footwear Resource Centre of WA (TCFWA) at the Burswood Resort Complex. There was over 95 exhibitors with *15 international buyers / agents and over 1000 attendees*. *Between 2005 and 2007 designedge* was then housed at Belmont Forum Shopping Centre. As the retail fashion incubator it supported in excess of 75 emerging fashion labels and provided shoppers the opportunity to meet many of the designers, and also purchase their unique and innovative designs.

Given the boom of online shopping worldwide, designedge then moved online to [www.designedge.net.au](http://www.designedge.net.au). The designedge Fashion Incubator was the only virtual fashion incubator in Australia and provided a virtual shop front for more than 40 small fashion businesses currently, and 10 feature Indigenous designers. Since 2010 designedge has had a focus on assisting designers to develop their own online shopping sites by providing the necessary training and mentoring through the TCF Australia ONLINE Training & Mentoring Project.

The online incubator and associated projects that it supports through TCFWA and TCF Australia not only gives local fashion designers a chance to show and sell their work, but it provides the opportunity for fashion designers to access business information, mentoring and small business skills workshops so they can grow their businesses in Australia and internationally.

designedge also runs the designedge Innovation Festival annually which is partner festival of the Australian Innovation Festival across Australia. This festival which celebrated its 7<sup>th</sup> year in 2011 is one of the largest community national Innovation Festivals staged in Australia, and includes webinars, workshops, seminars and networking events.

Each year more than fifty five workshops and events are presented during the Festival, and the events will bring together small business owners, inventors, innovators, designers and communicators in all industries.

Carol Hanlon, Founder and CEO of designedge said "Many of the designedge Festival events this year were provided as webinars, so that small business owners across Australia can log in and enjoy the events from their homes or businesses over the internet, especially small businesses located in regional and remote Australia."

As part of the designedge Innovation Festival festivities 2011, the Third International Conference of Fashion Incubators was launched. This conference will offer new opportunities for all those that support and promote the Fashion Industry from around the globe to discuss best practice and expand marketing and promotional opportunities. For more information on this event which will be happening in Perth in September 2011, please log into [www.fashionincubators.com](http://www.fashionincubators.com)

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