

MEDIA RELEASE

Alpha Models Partners with International Conference of Fashion Incubators in 2011

The Third International Conference of Fashion Incubators will be held at the Parmelia Hilton in Perth, Western Australia from the 11th until the 13th of September 2011, and Alpha Models have confirmed their support of the event.

Roisin McLachlan and Zak Hogen-Esch are the Alpha Empire. Together they have over 25 years' experience in the fashion industry. As international models both Roisin and Zak have travelled and worked across the world including Singapore, Hong Kong, Thailand, Philippines, India, Malaysia, Indonesia, Dubai – and of course Australia.

Alpha Models provides a growing team of international Agency standard models. Exceptional Academy training in modelling, deportment and personal grooming ensures all Alpha Models are beautiful, professional and confident.

Roisin, director of Alpha Models said, "Our experiences have been so rewarding that we want to share them with as many people as possible, and teaming up with the Third International Conference of Fashion incubators will allow us to showcase our skills and models in front of an international audience".

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.

Conference Convenor of the Third International Conference of Fashion Incubators Carol Hanlon said, "I have worked with Roisin and Zak for many years, and their love of the fashion industry is clearly demonstrated in many of the events Alpha Models have produced including campaign shoots for designers and launches for the latest labels and collections. For us they will be working on fashion shows for our gala dinner, 'Taste of Perth' event and various parades throughout the conference.

The Conference 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 host Official Launch of the International Fashion Incubator Organisation.

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

The Third International Conference of Fashion Incubators 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.

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

Visit the Alpha Models website at www.alphamodels.com.au

For more information:

3rd International Conference of Fashion Incubators

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