

A Designedge to Inspire Everywoman

In today's business environment with its easy access to information, inspired individuals who have a dream of starting their own business can simply think of an idea and run with it. So why do so many fail? One key element is the support, the support of others who have been there and done it themselves and can pass on valuable insight paramount to making a successful enterprise.

When it comes to West Australian fashion there is a support mechanism in place that has given an important backbone to designers especially young designers who now have experienced personnel they can turn to for advice, information guidance and so much more.

The designedge fashion incubator is a creative retail outlet that showcases the talents of local fashion designers and is in a prime location at the Belmont Forum Shopping complex. The largest community incubator of it's kind in Australia the outlet not only gives local fashion designers a chance to display their work but it gives interested parties the chance to make an appointment and meet the designer in person.

One of several new and exciting promotions by the **TCFWA** (the Textile Clothing Footwear Resource Centre of Western Australia Inc) the **designedge fashion incubator** now hits the road and will be featuring its star line-up of designers at this year's Everywoman Expo on June 16-18 at the Perth Convention Centre.

WA Designers showcasing at designedge fashion incubator stand 289 at Everywoman Expo include Assodani International, Aime Cristie, Colour Spirit, Emme, Husssy, Hue Le Designs, JK Designs, Jojo_D, Kaninda Designs, Karda Designs, L'amo, Marra Aboriginal Corporation, Monkeyshine, Morgan Marks Clothing, Pure Soul Design, Michelle Miller Designs, Rom Designs and Sol'e Couture

Along with seeing first hand what these exciting local fashion labels have to offer other interested designers can access information about how designedge can assist them with online mentoring & small business telephone support, how they can gain access to the TCFL small business information service web site and FAQ section or attend specialised small business skills workshops delivered nationally

Vital information such as assistance with supply chains, sourcing & market access, product development training & mentoring will also be on hand.

Designedge fashion café located adjacent to the **Meet the Designer** displays, will be the meeting place for women in business and Small Business Centre Belmont in conjunction with the Business & Professional Women's Clubs of Western Australia and specialist advisors will be providing twice daily **Women in Business Mentoring sessions** and a series of **Business Seminars**.

A further highlight on the designedge fashion incubator list of activities during Every Woman expo is the **Tease Designer T Shirt Charity Silent Auction** where participating WA designers have personally designed and themed t shirts donated by Australian t shirts and all proceeds will go towards Telethon.

Daily parades on centre stage at Every Woman expo will also feature the designers from the Belmont based designedge fashion incubator

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For more details on the designedge fashion incubator <http://www.designedge.net.au>

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