

BETTY **B** SUGAR
COLLECTION



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SARJANA DEVANI
THE BETTY SUGAR COLLECTION
PR CONSULTANT AND MEDIA CONTACT
TELEPHONE: 0412979549
EMAIL: sarj.devani@gmail.com

To whom may concerns,

I am a local WA based couture designer who has been working in the fashion industry in Perth for the past two years. The Betty Sugar Collection is now taking the next step, and I am debuting at my upcoming fashion launch. This is an invitation to ask you to be a part of my fashion extravaganza

A name as established as yours, has always been an inspiration for many upcoming designers. I believe for you to appear as a guest at my launch would be a chance for you to be a part of Perth's next fashion revelation.

Modern elegance, glamour and glitz epitomise the Betty Sugar Collection. I have developed a flair for fashion and I pride myself as a trendsetter. My Label ranges from Couture to Simple, Chic to Elegant, from Daily wear to Eveningwear.

You will be treated to a fabulous Fashion Parade showcasing my collection and featuring some of WA's hottest models. Come sip on a glass of complimentary champagne, and scrumptious finger food, whilst enjoying live entertainment and a special surprise performance. I will be providing beautiful gift bags as well for all my guests.

Kindest Regards

Designer

Betty Tran

MEDIA RELEASE



PAGE 1 OF 1

19/05/09

ATT: ALL MEDIA OUTLETS

LOCAL COUTURE DESIGNER DEBUTS AT FASHION LAUNCH

Local upcoming WA based designer Betty Sugar, will be debuting her tantalising, one of a kind designs, at her fashion launch this season. Her designs will be presented on the 5th June 2009, at the Skatt Salon, Northbridge WA, 6003 commencing at 6.30 pm to 10.00 pm.

Modern elegance, glamour and glitz epitomise the Betty Sugar Collection. The designer has a flair for fashion and is a trend setter. Her Label ranges from Couture to Simple, Chic to Elegant, from Daily wear to Eveningwear. "What you wear projects a statement of what you are. It describes how you attune yourself to the world, and embellishes your spirit with confidence" is what she believes.

Elite members of the fashion industry will be there to be a part of the night. Guests will be treated to a fabulous 'Fashion Parade' showcasing the Betty Sugar Collection, and featuring some of WA's hottest models. Live entertainment is also going to be provided along with a special surprise performance.

Guests will have a chance to win an exclusive 'Betty Sugar Makeover' package valued at \$3,000. The best dressed guest for the night will win a *makeover* that will include a Photo shoot with a renowned Fashion Photographer, and their very own personal stylist. The guests will be judged by a well known Australian fashion icon that will remain a surprise until the night of the launch. The photo shoot will also include hair and makeup styling from top hair and makeup professionals.

Boutique and specialty fashion buyers, fashion representatives, selected VIP's, socialites and corporate sponsors are also sure to enjoy this event. Betty's designs will be available to be ordered on the spot. For those who love fashion, this night guarantees to be fashion heaven.

Early arrivals get an exclusive chance to mingle with Perth's fashion finest. Betty Sugar will be officially introduced to everyone present there that evening. Guests will also receive complimentary drinks, delicious canapés, and a beautiful Betty Sugar Gift Bag.

This young designer has taken the Perth fashion industry by storm. She has captured many a heart with her vivacious designs.

Sarjana Devani
Tel: 0412979549
Email: sarj.devani@gmail.com



BETTY SUGAR BACKGROUND

Coco Chanel once said: “Fashion is not something that exists in dresses only. Fashion is in the sky, in the street; fashion has to do with ideas, the way we live, what is happening.” Indeed. The new Betty Sugar Collection has been inspired by more than one influencing factor that leans towards creating the perfect image for the every day woman. And how better to create the everyday woman, than to use the factors that are part of our every day life.

For Betty designing was in her every breath. It was ingrained deep in her soul, and she decided to find the perfect way to unleash her talent on to the world. Her collection has been motivated by her need to define the perfect image. To her it’s not a dress; it has its very own living character. Her every design tells a story, and the woman who wears the design becomes the character she has always dreamed of being.

So who is this character you ask? ***This character epitomizes a strong, bold, attractive independent woman who is sophisticated, smart and elegant. She is not afraid to express her feelings. She dares to love and hate at the same time, and has a passion for standing out.***

Her journey began a thousand miles away, back to her childhood days. Betty Tran was born in Vietnam in 1987 and came from a family that has been involved in the textile and dressmaking business for generations. She had watched her mother laboriously sew dresses for a living. One of her biggest inspiration was her mother.

Betty’s mother loved fashion and dreamed of opening a fashion shop. However, the social changes in 1975 when the Communists took over Vietnam shattered her dream. Many were left homeless on the streets, and fashion became a luxury. Nevertheless, Betty’s mother never gave up on her dream and started a business altering clothes. She took meals in exchange for her services.

To learn the techniques of dressmaking, she bought old clothes, tore them apart, and sewed them back together. She would sew dresses all day and night in order to make ends meet. Betty loved playing with the fabrics while watching her hardworking mother.

It is here where Betty, learnt the technique of feeling the texture of every fabric, and envisioning a garment that would suit the feel. She would create all sorts of images in her mind,



and always had particular styles befitting the fabric in question. She was, and still is very particular when it comes to choosing the right fabric, to make the right design.

Due to social change and the lack of resources, the family could not afford to buy fastidious clothes. Betty had to wear old garments handed down two generations, while watching her more affluent friends wear fashionable, expensive clothes.

She had dreamed to end her family's hardship, and her yearning for beautiful clothes intensified. This gave birth to her dream—to creatively design stylish garments. She felt rather than trying to get the dress to define her, why not create an outfit that defines the woman.

Betty began to draw designs for dresses and gowns. Through her mother's encouragement, she moved to Perth and enrolled in a Fashion Design course, at Curtin University. She honed her skills and learned the secrets and the techniques of fashion design, and incorporated them into her collections.

Aside from being an innovative fashion designer, Betty has also been a freelance stylist for more than three years. Her designs were recently featured in three editorials of *Nguoi Mau*, a popular fashion magazine in Vietnam.

In 2008 Betty got her first big break. She was chosen as a finalist for both the *Red Carpet* and *Race Wear* categories in the *Mercedes Benz 2008 Awards*. She also showcased her beautiful collections at *Belmont Business Enterprise, Perth Racing*. The collection was showcased in the Textile, Clothing, and Footwear Resource Centre last May 2008 as part of the DesignEdge Training and Mentoring project.

Thus Betty Sugar was born. Her successful endeavors showed her she could be successful. Her creative designs reflect passion, attitude, and love. Simple yet elegant, the Betty Sugar collection is for today's modern woman who exudes passion, attitude, and great confidence effortlessly.

BETTY SUGAR FASHION LABEL

1 PAGE

TUESDAY MAY 19, 2009

A FEW FAST FACTS:

- She has been designing for the past three years
- She started her fashion label in September 2007
- Her first official fashion launch was held at Skatt Hair Salon on 5th June 2009 with 150 people attended
- She is a current student in Curtin University studying Fashion and Design
- Betty first stocked her label in 68 High Street **Hustle** Fremantle in April 2009
- Her designs are currently sold in **Chic Boutique** 146 Railway Pde West Leederville WA 6007 and from website www.bettysugarclothing.com
- Her designs were recently featured in three editorials of **Nguoi Mau**, a popular fashion magazine in Vietnam in 2008, in **STM** June 14 2009 issue, **The West Australian** June 10 2009, **The West TV**, **WA Today**, Fashion Blogs such as **Words On The Street**, **Style Discovery**, **I Spy Perth**, **Karen Cheng's** blog.
- She has participated in various design/fashion competitions over the years
- Her designs were showcased at the Perth Racing Event in 2008
- In early February 2009 she was invited to be a part of the Business Association in the Hong Kong Fashion Show held at the Perth Convention Centre
- She was also part of the Unwrapped: the market place which was held in South Perth, in February 2009

AWARDS

- Finalist for both Red Carpet and Race Wear categories in the Mercedes Benz Fashion Awards in 2008 at the Perth Fashion Festival

END

FOR FURTHER INFORMATION CONTACT:

PR CONSULTANT & MEDIA CONTACT
MOBILE

SARJANA SUNIL DEVANI
041 2979 549

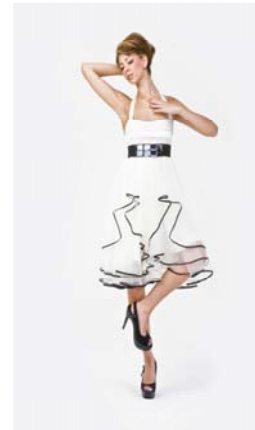
THE COUTURE RANGE





LOW BY 8 CHANGES







OFFICIAL FASHION LAUNCH PARTY

**OPPORTUNITY TO PURCHASE BETTY SUGAR GARMENTS
INSTANTLY AFTER THE SHOW**

**WIN AN EXCLUSIVE MAKEOVER
VALUED OVER \$3000**

DRESS YOUR FASHION FABULOUS
A GUEST FASHION JUDGE WILL DECIDE
THE BEST DRESSED TO WIN!

THE FULL DAY MAKEOVER WILL INCLUDE :

- A PHOTOSHOOT WITH A RENOWN PERTH FASHION PHOTOGRAPHER.
- BETTY SUGAR WILL STYLE YOU IN THE LATEST GARMENTS FROM HER EXCLUSIVE COLLECTION.
- HAIR AND MAKE UP FROM TOP HAIR AND MAKEUP PROFESSIONALS!

BETTY **B** SUGAR

COLLECTION



FRIDAY, JUNE
5TH 2009

SKATT BUILDING
38 ROE STREET
NORTHBRIDGE

6:30 - 10:00PM

