

## Designs on the edge

The TCFWA is known for its seemingly endless energy and source of ideas. The latest good idea from this bunch is **designedge – belmont**.

**designedge – belmont** is the largest community fashion retail incubator in Western Australia that launched on the 26th of April. The opening had been one of the major attractions of the Belmont Designedge Innovation Festival also launched at the same event. Deputy Premier Eric Ripper, Member for Belmont has opened both of these prestigious events. Belmont Designedge Innovation Festival is an action packed 3 weeks of visual creativity with 14 events including many unique and innovative workshops and meet the inventor showcases and displays being staged during the WA Innovation Festival.

**designedge – belmont** is an opportunity not only for the designers but for the shopping public at large. This unique retail fashion incubator allows the fashion conscious buyer to view a range of fashion not always easy to locate in major shopping centres. An unique opportunity to '**Meet the Designer**' will exist with public being able to make an appointment to meet with WA designers participating in the Belmont store. Many new and emerging designers are also offering a '**made to measure**' service for their client base through the designedge belmont store.

Apart from direct exposure and sales to the public **designedge** will, through its web site, also publish regular media releases which will alert national and international trade and fashion industry networks of the store and the participating designers.

**designedge – belmont** will also offer the possibility for retailers to order on wholesale base either through the store or directly from the designer. The designedge store will also be a base for any national or international agents wishing to pick up new labels. Already Austrade Toronto has expressed interest in new designers on behalf of a leading fashion store located throughout Canada and international fashion agent Margaret Farrell from Suki Moo is committed to personally view every label at designedge belmont to access their suitability for European, Ireland, UK and USA markets.

One of the many organisations aware of the importance of the designedge retail fashion incubator is Access 31 and in conjunction with TCFWA, have been developing a new fashion series on WA designers titled 'Worn Out'.

**designedge - belmont** is a program run to benefit Australian and particularly Western Australian independent designers and as such is always looking for people to volunteer their time and assistance to keep this service going. If you are looking for some exciting work in the retail fashion and have some time to offer this may be the place for you. Also if you think you have skills and experience that could be helpful to designers in business mentoring or other forms of sponsorship or support they are always appreciated.

**designedge - belmont** is a project of non profit organisations the Textile Clothing Footwear Resource Centre of WA (TCFWA) and Belmont BEC in conjunction with supporting sponsors of Belmont Forum Shopping Centre, Wool Program Department of Agriculture WA, Sportslane Perth, Niche Fashion Technology, Bridget Robertson, Seragraph Prints, Belmont Auto Carpets and many volunteers and supporters.

## Media Release

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26th April 2005

Future goals for TCFWA and the designedge team are to develop further stores in other locations.

**For more information on the store, becoming a volunteer, sponsor, a mentor or getting your fashion designs into the designedge store call:-**

**Contact: designedge – belmont Shop Coordinator**

Phone: 08 9479 6777 Fax: 08 9479 4666 Mobile: 0407 963 621

eMail: [designedge.belmont@tcfwa.com](mailto:designedge.belmont@tcfwa.com)

[www.designedge.net.au](http://www.designedge.net.au)

**Media Contact: Bridget Robertson**

Ph/Fax: 08 9381 7020

Mobile: 042 888 6117

eMail: [bridget@robertsongroup.com.au](mailto:bridget@robertsongroup.com.au)

**designedge, TCFWA, Belmont BEC: Manager Carol Hanlon**

Phone: 08 9479 3777

Fax: 08 9479 3888

Mobile: 0417 963 231

[www.designedge.net.au](http://www.designedge.net.au) [www.tcfwa.com](http://www.tcfwa.com) [www.belmontbec.com](http://www.belmontbec.com)