

MEDIA RELEASE

Eco Fashion Designer Opportunity for two Australian designers to showcase at Interstoff ASIA Essential, Hong Kong between the 3rd and 5th of October 2012

The Textile, Clothing and Footwear Resource Centre of WA and TCF Australia are searching for two Australian Eco Fashion Designers who would like to showcase four of their fashion ECO outfits each at the Interstoff Asia Essential International Fair in Hong Kong between the 3rd and 5th of October, 2012

Interstoff Asia Essential is plays a leading role in promoting eco textiles in trade fairs. In 2011, more than 6,000 visitors attended this fair from 67 countries and regions. The Fair will include leading fashion experts presenting Autumn/Winter 2013 /14 trend forecasts.

Sustainability will be at the heart of this year's event as, for the first time ever, show organiser Messe Frankfurt (HK) Ltd teams up with Textile Exchange, Ecotextile News and Planet Textiles to organise the 2012 Sustainable Textiles Conference, which takes place in conjunction with the exhibition on the 4th and 5th of October. The event will bring together key players and industry leaders to tackle the issue of sustainability in textiles from around the world.

Selected ECO Fashion Designers will be provided two return economy air tickets from Australia to Hong Kong and 3 nights Accommodation.

For Designers wishing to nominate to participate, please send the following:

1. Designer Profile – one page, including label background and full contact details
2. Your ECO Story – one page explaining how your fashion ECO garments* relate to an ECO fashion theme – restructured, recycled textiles, organic certification, environmentally accredited, etc.
3. Look Book Pictures – PDF format (if larger than 4MB send via www.yousendit.com)

**can be Eco prototypes, samples, experimental, directional, current or future range*

Email to Clarisse Reynoso at support@tcfaustralia.com

Selected Designers will be invited to showcase four fashion ECO outfits* each at the Designer Studio. Designers will be required to participate in interviews at the show, and take part in the pre-business matching program to meet with Interstoff ASIA Essential textile exhibitors. Selected Designers will be notified by email on 14th September. Judges decision will be final and no correspondence will be entered into.

Carol Hanlon, CEO of TCFWA, and TCF Australia said, "The opportunity to attend Interstoff ASIA Essential is a fantastic opportunity for Australian ECO orientated designers as sustainability is the theme of this year's event, and the Fair coincides with the 2012 HK Sustainable Textiles Conference".

"This Australian designer ECO opportunity is will be highlighted throughout August & September at the national TCF Australia Green Fashion 'Ask an Expert' Forums. The Forums are part of the TCF Australia ONLINE ENERGY EFFICIENCY Training & Mentoring Project which received funding from the Australian Government Department of Climate Change and Energy Efficiency as part of the Energy Efficiency Information Grants Program.

The Project is also supported by the Textile Clothing Footwear Resource Centre of Western Australia Inc (TCFWA), Belmont Business Enterprise Centre Inc (BEC), sponsors, supporters and volunteers.

Media Contact:

Carol Hanlon

CEO TCF Australia

Ph: (08) 94793777

Mob: 0417 963 231

Email: carol.hanlon@tcfaustralia.com



Textile Clothing Footwear Resource Centre of WA Inc (TCF Australia)

PO Box 370, Cloverdale WA 6985 Phone 08 9479 3777 Fax 08 9479 3888

www.belmontbec.com

www.tcfwa.com

www.tcfaustralia.com

www.tcfglobal.com

www.designedge.net.au

www.mybusinessincubator.com

ABOUT TCF Australia

The Textile, Clothing and Footwear Resource Centre of Western Australia Inc (TCF Australia) is a not-for-profit national support centre for the Textile, Clothing Footwear and Leather industry providing support and specialised resources, services and training. From its head quarters in Belmont, WA, TCF Australia aims at networking to maintain and establish key partnerships for the national TCF industry.