

International Fashion Conference Heads to Perth

Carol Hanlon, Founding Manager of the Textile Clothing Footwear Resource Centre Inc. (TCFWA), Designedge Fashion Incubator and Belmont Business Enterprise Centre Inc (Belmont BEC) is delighted to announce that the 3rd International Fashion Incubator Conference will be held in Perth, September 2011 during the staging of Perth Fashion Festival.

The International Conference 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 event will also launch an International Fashion Incubator Organisation that will form strategic alliances, share networks and develop new opportunities for Fashion Incubators and its designer members.

The bid for the conference was made possible through a scholarship awarded to Carol Hanlon from the 2009 City of Perth Convention Scholarship program which provided Carol the opportunity to travel to Atlanta USA as a conference presenter and bid to bring the conference to Perth 2011.

The 3rd International Fashion Incubator Conference will aim to build on past successful conferences of International Fashion Incubators held in UK and USA. The conference 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.

Delegates attending the Perth Fashion Incubator Conference will gain new skills, create opportunities and build new networks with other fashion incubators, support centres, educators, conferences, festivals, trade events. Carol has already received interest from speakers from the Fashion Incubators in Los Angeles, Toronto and Amsterdam to attend Perth in 2011. Additionally, expected in attendance will be organisers from other Incubators and Fashion Weeks in the world including New Zealand, China, Hong Kong, India, Sri Lanka, Japan, Korea, Thailand, Indonesia, the USA, Europe, the UK, Malaysia and Singapore.

TCFWA was founded by Carol in 1998, the first Industry TCF support centre of its kind in Australia and Designedge Fashion Incubator was launched in 2003 as a trade exhibition and later developed into a retail incubator and more recently a virtual fashion incubator, providing online shops, designer profiles and online mentoring, marketing and promotional support to fashion designers across Australia.

Ms Hanlon said, "The scholarship I received enabled me to travel to Atlanta and attend the 2nd International Fashion Incubator and convince organisers to bring the next conference to Perth. This will be a once in a lifetime opportunity to highlight Perth as a fashion savvy centre, and will expose Western Australian fashion to the world."

Carol Hanlon has received many accolades during her service at TCFWA and Belmont BEC, aside from her scholarship to attend the 3rd International Fashion Incubator including:

- Best National BEC Manager in Australia 2004, 2008
- City of Perth – Top 100 WA Champions (2007) – Industry Category
- WA Citizen of the Year nominee (2006) Industry & Commerce Category

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