

MEDIA RELEASE

Millinery Mud Shoot!

The inspiration behind milliner Liana Hastie's latest millinery collection was a paint shoot she saw on Next Top Model. Liana is one of two sisters who founded Sonlia Fashions in 2002. Sisters Liana and Sonya started their business in their parent's backyard workshop with only one industrial sewing machine. Their business has now blossomed and Sonlia Fashions creates smart casual race wear, fascinators and made to order fascinators.

Liana Hastie said, "For our latest millinery collection, I wanted to think outside the square, and take something you would never think of using (mud!) and making it work in a very unique way!"

"It was such a fun shoot. We sourced the mud from the Baron River in Mareeba, Far North Queensland. We used a neutral colour mud, so that our brightly coloured Millinery really stood out!", Liana said. [2 sample photos attached]

Liana recently attended the international Millinery Forum in Wagga Wagga where she met international and nationally recognised teachers, and participated in workshops and the tradeshows. She also recently attended a workshop in Mareeba by well known and inspirational milliner, Waltraud Reiner.

Sonlia Fashions has enjoyed many awards for their millinery, including over 45 "Fashions on the Field Awards" throughout Australia, which has given them a name in the fashion industry. Last Melbourne Cup Festival, 5x Sonlia Fashion designed fascinators made it into the preliminary finals. In July 2011, Sonlia Spring Fashion show was a sell out crowd with up to 20 collections shown and they are planning their 2012 show now. .

In 2010/2011 the business was affected by floods that swept across Queensland, and closed for a few days. However, Sonlia Fashions were accepted into the Small Business Advisory Services – National Disaster Assistance (SBAS-NDA) program that was set up to provide support to small businesses directly or indirectly impacted by all the natural disasters that occurred in Australia since October 2010. They now have the opportunity with the Belmont Business Enterprise Centre (Belmont BEC) to receive business assistance 'virtually' through 'My business incubator'. The program delivers support via one-on-one telephone assistance, email, mentoring through web meetings and group training webinars. All services are provided free or low cost, by specialist business advisors and with assistance from industry professionals.

Liana Hastie said, "By taking advantage of the SBAS-NDA program we're able to keep building the business. My goal this year is to have fun with my shoots and create artworks with my millinery".

To find out more about the SBAS-NDA program or the business advisory services offered by Belmont BEC, log onto www.mybusinessincubator.com.au/register or www.belmontbec.com

For further information please contact:

Liana Hastie
Business Owner/Designer
Sonlia Fashion
213 Brynes Street, Mareeba
Ph (07) 40927908
0427055826
info@sonliafashion.com.au
www.sonliafashion.com.au
Facebook: Sonlia Fashion

Further information on the Belmont BEC, My business incubator

Carol Hanlon

CEO

Belmont Business Enterprise Centre (BEC)

P| 08 9479 3777 M| 0417963231

E| carol.hanlon@belmontbec.com

www.belmontbec.com

www.mybusinessincubator.com.au



'The services provided by Belmont Business Enterprise Centre Inc are funded by the Australian Government'

About: Sonlia Fashion

Sonlia is an Australian fashion label and retail boutique located in Mareeba, North Queensland featuring stylish and unique clothing designs for women.

There aim is to be all Australian made and focus is on One Off designs. Award winning designers, sisters Sonya Alba-Miller and Liana Hastie create for the Sonlia label and now released Lizon Label. Sonlia designs are a mix of classic and strong rich colour with intriguing and bold designs.

The range features smart casual outfits, unique race wear all one off and made to order unique fascinators made to match or for separate purchase. Other labels such as Elly M, Contony, 5pm, Love Affair, fever and Pin Clove are also available.

Accessories include HerEgo, Leethal fashion accessories and new in gloves, all available from our boutique located in 213 Brynes Street, Mareeba.

<http://www.sonliafashion.com.au/>

Facebook: Sonlia Fashion

