

### **On Show – Three of Fashion's Best**

Flying the flag for Australian fashion at the upcoming **Fashion Exposed** event in Melbourne will be three of exciting fashion labels **Paperbark Woman, Aime Cristie and Bromelli**.

**Fashion Exposed** is Australia's largest all encompassing business event for the Fashion Industry and is to be held at the Melbourne Exhibition Centre from the 3rd – 5th of September.

The event gives labels from across Australia the chance to promote their trans-seasonal & autumn/winter 2007 ranges to more than 12,000 trade fair visitors.

The potential is enormous as amongst the massive amount of visitors are major buyers and big players within the international fashion scene all looking for the next big trend in fashion and all carrying their order books ready to place orders for 2007.

The event has been the launching pad for dozens of smaller labels so it's extremely exciting for the three labels. The designers behind the labels **Cristina Moldovan** and **Lucy Bromell** are suffering sleepless nights at the thought of what may be and from the endless amount of preparation that goes into such an event. Sleep is a luxury they rarely get to enjoy of late. **Lenore Dembski** from Paperbark Woman has facilitated a great range of indigenous fashion and silk textile labels.

**Aime Cristi** – evening wear special occasion dressing

**Bromelli** – women's daywear featuring wool fibres

**Out to Lunch** – unique woollen homewares

**Paperbark Woman** - indigenous fashion and silk textile art

The three labels will be a part of designedge – TCF Australia uncovered Showcase Exhibition

Stand 3504 proudly supported by the Australian Government under the TCF Small Business Program, Textile Clothing Footwear Resource Centre of Western Australia (TCFWA), Belmont BEC – Small Business Centre Belmont (BEC) and the designedge fashion incubator located at the Belmont Forum Shopping Centre.