

MEDIA RELEASE

TCF Australia supports 'Convict Bags & Accessories' at 'FASHION EXPOSED REVIVED' in Sydney from the 20th to the 24th of February 2015

When 'Convict Bags' founders Georgina Lewis and Karen Adie started their range of Australian made handbags and accessories in 2013 they were inspired by their mutual love of the raw beauty of Australia and it's barefoot lifestyle.

Co-Founder of Convict Bags, Karen Adie said, "Our Convict Bags reflect a raw beauty and pared back design aesthetic with a luxe-y edge, we use beautiful Italian aniline leathers and hair-on cowhides. We hand make our products in Australia, and we have secured the rights to reproduce the famous poem 'My Country' by Dorothea Mackellar onto our products."

Convict Bags is being supported by TCF Australia to attend and show their products at Sydney 2015, *FASHION EXPOSED REVIVED* in February.

Designers across the country such as Georgina Lewis and Karen Adie will be given the opportunity to sell their wares at the dedicated TCF Australia Emerging Designer Showcase at *FASHION EXPOSED REVIVED* between 20th and 24th February, 2015 at Sydney Showground. The show will highlight Spring/Summer 2015/2016 & Winter 2015, and will include Womenswear, Menswear, Childrenswear, Accessories, Footwear, Lingerie & Sleepwear, and Retail Services.

These emerging designers will be exposed for the first time to the fashion industry trade fair market. They will have first time access to business workshops, online mentoring, forums, industry cluster networks, and national and global linkages to small businesses operating in the textile, clothing, footwear and leather industry across Australia.

Georgina Lewis said, "We are an emerging brand and gaining respect and credibility is crucial. Being in front of multiple key decision makers and buyers will help enormously as we know that when they can handle our products they are always impressed with our total brand package, the designs and quality craftsmanship. We hope to gain awareness, credibility and sales from attending *FASHION EXPOSED REVIVED*"

Carol Hanlon, CEO of TCF Australia said, "Georgina and Karen will be offered one on one mentoring through the entire trade fair process from preparing for a trade event, setting up to selling to pack up and will have dedicated TCF personnel on hand to help them every step of the way."

FASHION EXPOSED REVIVED – TCF AUSTRALIA EMERGING DESIGNERS SHOWCASE is sponsored by Australian Gift & Homewares Association, TCF Australia, TCFWA, TCF Global, Belmont BEC, TCF Energy Efficiency Project and BPW Business Incubator.

Convict Bags are available for sale via the brand website (www.convictbags.com), and at other locations including www.countryculture.com.au; www.myemporium.com.au; S2 Perth; Perlu Claremont; Aspects of Kings Park Perth; Preston Street Artspace Como; Art Gallery of WA Perth; Found Gift Shop Fremantle; Birdy Fashion & Beauty Maleny; National Museum of Australia ACT; Studio Melt Newcastle; Ziggurat Melbourne; Mr Darcy South Melbourne, Museum Victoria Melbourne; and eCasa Daylesford.

Convict Bags Contact:

Karen Adie & Georgina Lewis
Convict Bags & Accessories
PO Box 202
Glen Forrest WA 6071
0411 697 224, 08 9298 9127
karen@convictbags.com
www.convictbags.com
www.facebook.com/convictbags

TCF Australia Contact:

Carol Hanlon
CEO
carol.hanlon@tcfaustralia.com

0417963231



Textile Clothing Footwear Resource Centre of Western Australia Inc. (TCF Australia)

PO Box 370, Cloverdale WA 6985 Phone 08 9479 3777 Fax 08 9479 3888 Email info@tcfwa.com

www.tcfwa.com www.tcfaustralia.com www.tcfglobal.com

www.mygreenincubator.com www.bpwbusinessincubator.com www.designedge.net.au

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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 headquarters in Belmont, WA, TCF Australia aims at networking to maintain and establish key partnerships for the national TCF industry.