

## **MEDIA RELEASE**

### **TCF Australia supports 'Jenkins & Jane' at '*FASHION EXPOSED REVIVED*' in Sydney from the 20<sup>th</sup> to the 24<sup>th</sup> of February 2015**

'Jenkins & Jane' is a story of a Melbourne based fashion label where a photographer and a fashion designer have come together to create their own original textile designs by capturing nature's beauty through a lens. The concept behind the label is a fusion of artistic direction meets fashion design in a contemporary and approachable style.

Carla Jenkins from 'Jenkins & Jane' said, "Not all people can afford to buy pieces of artwork to hang in their homes, but Jenkins & Jane offers everyone the option to express their personality through wearable art, and considers each garment a piece of valuable artwork. The label emulates a sense of femininity and originality in its design, while maintaining a simplistic and minimalistic style. It allows the textiles to do the work and show off the true personality that each print takes on when it is thoughtfully created into a wearable garment."

Carla Jenkins from 'Jenkins & Jane' said, "We are ultimately inspired by photography, simplicity, nature's beauty and art".

Jenkins & Jane 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 Carla Jenkins will be given the opportunity to sell their wares at the dedicated TCF Australia Emerging Designer Showcase at *FASHION EXPOSED REVIVED* between 20<sup>th</sup> and 24<sup>th</sup> 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.

Carla Jenkins said, "By attending *FASHION EXPOSED REVIVED* we hope to generate wholesale account orders, sales, leads and business opportunities".

Carol Hanlon, CEO of TCF Australia said, "Carla Jenkins 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 her 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.

The Jenkins & Jane range is available on line at [jenkinsandjane.com.au](http://jenkinsandjane.com.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.