



NEW SOUTH WALES

MEDIA RELEASE

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Ian Macdonald

**Minister for Primary Industries, Minister for Energy,
Minister for Mineral Resources, Minister for State Development**

NSW creative talent takes to the catwalk for Australian Fashion Week

A strong contingent of NSW designers will gain international exposure this week as Sydney hosts the Rosemount Australian Fashion Week, Minister for State Development Ian Macdonald said today.

Mr Macdonald said 60 per cent of fashion designers exhibiting their spring and summer collections at this year's Australian Fashion Week come from NSW.

"This is Australia's premier industry fashion event and I am proud to report that 66 out of the 110 exhibiting designers are based in NSW, reinforcing our leadership in this creative sector," Mr Macdonald said.

"This event will allow fashion designers to parade their Spring/Summer fashion collections to fashion buyers, agents, media, stylists and fashion trend setters from around the globe.

"This is aimed at creating new sales, business and investment opportunities and supporting jobs in our world class fashion sector.

"The majority of the shows are being staged at the Overseas Passenger Terminal at Circular Quay, which will provide a perfect platform for the promotion of Sydney, while generating economic benefits for NSW.

"Creative industries, including fashion, have been targeted for growth by the NSW Government as they play an important role in the economic, creative and cultural life of Sydney and NSW."

The NSW Government has supported Rosemount Australian Fashion Week since 1996, and through Events NSW has secured the week for Sydney from 2009 to 2013 with an option to extend to 2014 and 2015.

"The NSW contingent this week ranges from well-known international labels like sass & bide, Lisa Ho and Zimmerman, and rising stars like Konstantina Mittas and Karla Spetic, to our latest emerging talents looking to make a splash on the world stage," Mr Macdonald said.

“The five day program will feature catwalk exhibitions, studio sessions, expos, business meetings, designer fashion launches, parties, boutique showrooms, reviews, previews and more.

“The NSW Government, through the Department of State and Regional Development (DSRD), has worked with Austrade on pre-event ‘boot camps’ to help build the business skills of designers so they can maximise sales opportunities during the week.”

IMG Fashion Asia Pacific, which acquired ownership of Rosemount Australian Fashion Week two years ago, reports strong interest from international buyers for this year’s event, with 134 registered international delegates confirmed including buyers and media representatives.

IMG Fashion Asia Pacific Senior Vice President and Managing Director Simon Lock said RAFEW 2009 will have 45 collection shows.

“Given the amount of designers participating and delegates attending RAFEW is still ranked as one of the five most significant fashion weeks in the world alongside London, Paris, Milan and New York. As an industry and an organisation this is something we can all be immensely proud of,” Mr Lock said.

Events NSW CEO Geoff Parmenter said Sydney is now fittingly part of a “grand slam” of fashion weeks around the world.

“Rosemount Sydney Fashion Festival is also around the corner in August, the second year we’ve been able to also take fashion to the people of Sydney and NSW,” Mr Parmenter said.

NSW designers at Rosemount Australian Fashion Week

Wayne Cooper - Alexandria
ROC Eyewear - Alexandria
Beat Poet - Balgowlah
Bec & Bridge - Beaconsfield
The Cassette Society - Beaconsfield
Teresa Cowley - Bellingen
Sophie Begg - Bondi
Kini Bikini - Bondi
My Favourite - Bondi
Naomi Levi - Bondi
Konstantina Mittas - Chippendale
Illionaire - Darlinghurst
{Un}Naked - Darlinghurst
Cynics Accessories - Enmore
Trove Designs - Glenbrook
Artsu - Manly Vale
Manning Cartell - Marrickville
Nobue - Marrickville
Therese Rawsthorne - Marrickville
Zoe and Morgan - Mount Pleasant
Soeli Pedrozo - Naremburn
Brooke Benson - Paddington
We Walk - Peakhurst

Cashmere Angel - Potts Point
Frou Frou Designs - Pyrmont
KabukiU - Raymond Terrace
Ellery - Redfern
Kristina Brenke - Rozelle
sass & bide - Rosebery
Gary Bigeni - Rosebery
By Weave - Rushcutters Bay
Borne Naked - Spit Junction
Tiger Frame - Suffolk Park
St Augustine Academy - Surry Hills
Anna & Boy - Surry Hills
Armadillo - Surry Hills
Christopher Esber - Surry Hills
Jayson Brunsdon - Surry Hills
Kirrily Johnston - Surry Hills
Lisa Ho - Surry Hills
Pizzuto - Surry Hills
Rachel Sherwood - Surry Hills
Sara Phillips - Surry Hills
Seema Pun - Surry Hills
Magdalena Velevska - Surry Hills
Willow - Surry Hills
Anaessia - Sydney
Christian Lines - Sydney
Dion Lee - Sydney
Fernando Frisoni - Sydney
Julianne - Sydney (Now London based)
Karla Spetic - Sydney
Local Art Base - Sydney
Michael Lo Sordo - Sydney
Nicola Finetti - Sydney
Romance was Born - Sydney
Shhoo-Away - Sydney
Twice Flight - Sydney
Zaicek - Sydney
Talenti - Thirroul
Fine Cloth - Valentine
Tulula Valu - Warriewood
Camilla and Marc - Waterloo
Marnie Skillings - Woollahra
Ginger & Smart - Zetland
Zimmermann - Zetland

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