

FASHION EXPOSED & preview

Sydney Exhibition Centre, Darling Harbour
February 14 - 16, 2010

For Immediate Release

February 2010

FASHION EXPOSED WRAPS UP 20th SEASON

Sydney February 14 - 16, 2010: FASHION EXPOSED returned to the Sydney Exhibition Centre with the same burst of excitement and enthusiasm felt 20 seasons ago at the fairs inception.

Enjoying a hugely successful response from both exhibitors and industry guests alike, organisers of the event are confident in the ongoing prominence of the fair and its unique position in the Australian fashion cycle.

Delivering an array of exciting new features – from the highly anticipated Avant Garde Gallery to the Retail Workshops, and Menswear & Womenswear reports - FASHION EXPOSED delighted the thousands of visitors that made their way to the Sydney Exhibition Centre for the event.



With favourites including preview, Streetlab, Allure (lingerie), Junior (childrenswear), back for 2010, buyers were provided with a 'complete package' as FASHION EXPOSED and the Bags & Accessories Fair was held alongside the Australian Shoe Fair for the first time in Sydney.

From sandals made entirely of polypropylene rope, to the hottest new trends from high-fashion labels such as Andrea and Joen, and Windsor Smith the Australian Shoe Fair and Bags & Accessories Fair were the perfect compliments to the apparel on offer.

Proving once again that it is indeed Australia's premier fashion trade event, FASHION EXPOSED saw business soar over the three day period.

For Allure exhibitor, Karen Mason, from Big Girls don't Cry Anymore ***"The quality of visitors to our stand has been fantastic – they're well-researched and have come here ready to do business."***

According to fair veteran Alicia McFarlane who has been exhibiting at FASHION EXPOSED since 2000 ***“The fair has been amazing in helping us grow our brand – 80% of the business we have conducted here has been developing new accounts.”***

Several brand launches added to the excitement of the fair this season. Making a special guest appearance to sign autographs and speak with fans, legendary sports figure Anthony Mundine attended the fair on Monday to launch his new sportswear label **Boxa**. Meanwhile, Australian Fashion Partners showcased Australia’s manufacturing capabilities with the launch of their new children’s basics label **Made Right Here**.

According to Marie Kinsella, Managing Director of Australian Exhibitions and Conferences ***“Our 20th season has certainly been one to celebrate with record business written. With thousands of orders made over the three day fair there was a real sense of buoyancy in the air. FASHION EXPOSED truly feels like the hub of the Australian fashion industry.”***

FASHION EXPOSED and preview, along with the Australian Shoe Fair, will return to the Melbourne Exhibition Centre in August Visit www.fashionexposed.com for further details.

FASHION EXPOSED & preview would like to thank the following organisations for their support: Pac Brands, Fashionising.com, the Australian Retailers Association, Stylehunter.com, Fashion Group International, Ragtrader, Synergy Design, and Shop for Shops.

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