



FASHION EXPOSED WRAPS UP SUCCESSFUL 21st SEASON

As the business hub of the fashion industry, FASHION EXPOSED & *preview* did not disappoint this season. **Co-located with Bags & Accessories and the Australian Shoe Fair**, Fashion Exposed delivered up to the minute collections and an action packed schedule of salon shows, industry initiatives and seminars.

Attracting over 8446 visits, FASHION EXPOSED provided buyers from across Australasia with access to over 1,500 labels across menswear, womenswear, childrenswear, streetwear, footwear and much more. With a plethora of new companies sitting alongside the industry regulars, there was an abundance of product to choose from for the Autumn Winter 2011 season.

The Australian Shoe Fair

As the doors opened on Sunday, buyers headed towards the AUSTRALIAN SHOE FAIR for that first glimpse of the seasons new looks. **As the country's largest footwear trade event, the Australian Shoe Fair had plenty to offer** from the ever popular *Fiebiger, Zoom, Holster, NAOT, Windsor Smith & Lipstick* brands to first time exhibitors such as *Bossanova, the Natural Shoe Company, Shoe Trends, Naughty Little Monkeys and Shoe Scene*– to name a few.

International Collections from Paris

Following the announcement of the international partnership with leading French trade show *Who's Next Premiere Class Paris*, Fashion Exposed was delighted to have an exclusive collection of French labels present in preview. Coming straight from the runways of Paris, this exclusive collection included the highly sought after *AF148-AF147, Akelakey, Éroik, Feiyue, Little Marcel, Nature and Taratata and TH (Teachheart)* to name a few.

Part of the French Group, Caroline Khelaifia of Kam Otto Importers said *"I have done four previous shows but this is the first Melbourne show and we've been so busy! It has been great to be a part of the French group, our stand is spacious and it has been a great show."*

Debut

The popularity of *Debut* continues and this fair saw standing room only for the winners presentation on Sunday. Covering menswear, womenswear, accessories, and footwear, *Debut* provides invaluable support for independent designers and up-and-coming talent across the entire fashion spectrum. Winners of *Debut August 2010* were revealed as *Francz by Geoffrey Haining (Apparel), Afterglow Jewellery (Accessory) and Anna Blease (Avant Garde)*. Commenting from his stand, Apparel winner Geoffrey Haining felt the experience had been extremely positive. *"I've had a lot of interest in my collection and I was not expecting such a professional experience. A few stockists have expressed their interest and it has been really great exposure."* He said.

The Australian Shoe Fair will take place in Sydney from 11-13 February at the Sydney Exhibition Centre. **Fashion Exposed and the Bags & Accessories Fair** will return to the Sydney Exhibition Centre in March 6-8 2011.

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For more information visit www.fashionexposed.com

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