

australian shoe fair 2010

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

For Immediate Release

November 2009

AUSTRALIAN SHOE FAIR TO JOIN FASHION EXPOSED IN SYDNEY FOR THE FIRST TIME

Following two successful co-located seasons in Melbourne, the **AUSTRALIAN SHOE FAIR** will sit alongside **FASHION EXPOSED** for the first time in Sydney from February 14-16, 2010.

In what is expected to be one of the strongest fairs to date, organiser Australian Exhibitions & Conferences has confirmed an impressive **85% of the Australian Shoe Fair floor space has been booked**. Managing Director, Marie Kinsella commented *“the response to the Shoe Fair this season has been amazing, there is a sense of positivity in the industry and we are looking forward to a great Sydney event.”*

Covering men's women's and children's footwear and related products, the 2010 AUSTRALIAN SHOE FAIR is undoubtedly a must-see event for those in the footwear industry. **Creating an increasingly important and relevant 'one-stop-shop' for the Australian fashion industry**, the AUSTRALIAN SHOE FAIR and FASHION EXPOSED will collectively present over 600 companies in addition to a host of features and workshops.



Featuring a number of first time exhibitors including Andrea and Joen, ENTH, Skeanie, and Allied Footwear alongside a host of established favourites such as Holster, Birkenstock, Windsor Smith & Lipstick Shoes, and Fujian Footwear, the 2010 Australian Shoe Fair is set to inspire.

Celebrating 20 seasons this February, FASHION EXPOSED continues to provide buyers and retailers with the tools to build and maintain a strong business via new initiatives featuring leading industry experts. Co-located with FASHION EXPOSED, visitors to the AUSTRALIAN SHOE FAIR will be able to take advantage of these initiatives and more at this season's event.

www.australiashoefair.com

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