

FASHION EXPOSED

12-14 FEBRUARY 2012 | SYDNEY EXHIBITION CENTRE



FASHION EXPOSED

NEW SERVICES, NEW FEATURES AND NEW WAYS TO CONNECT
FOR SUMMER 2012/2013

The most comprehensive, progressive fashion event on the buying calendar Fashion Exposed provides a unique platform where fashion meets business. And 2012 has so many more reasons to get involved! Shop the trends, be efficient and effective, and be inspired by Live Look Book fashion shows and business seminars. This year it'll be easier to directly connect with suppliers and industry contacts.

NEW FOR 2012 – CONCIERGE SERVICE

The introduction of a Concierge where you can experience a unique personal service will allow you to gather information quickly and easily, source suppliers and discover time efficient ways to navigate the event. Regional buyers can also meet with the Regional Ambassador who will provide you with information specific to your needs.

NEW FOR 2012 – COMPETITION, WIN \$1000 CREDIT!

Fashion Exposed appreciates the tough climate in which retailers are currently operating is unprecedented. In recognition of this Fashion Exposed will cover the cost of an order placed at the fair up to the value of \$1,000 for three lucky attendees.

BACK FOR 2012 – BONDS

And in exciting news BONDS is making a welcome return to the fair. Having last exhibited back in March 2010 Fashion Exposed are very pleased to welcome them back to the Fashion Exposed family. They will be showcasing a range of brands from their stable including BONDS basics and outerwear, Berlei, Holeproof, Jockey and Voodoo hosiery.

FEATURE DEPARTMENTS FOR 2012

The **Womenswear department** for 2012 sees the largest group of designers ever assembled at Fashion Exposed to date - both seasonal and transeasonal ranges. Denim brands on offer are aplenty – A. Joy Denim, Crisp Denim, Fresh Soul Clothing, Lushous Clothing and Jorindo Denim to name a few. The **Menswear department** highlights new collections from both new and established brands. Exhibitors this year are specialising in classic suiting, smart casual dressing and stock service.

Effortless elegance, luxury and comfort in the world of intimates, sleepwear and shape wear, along with the latest trends and technological advancements are all on show at **ALLURE. B free** intimate apparel, showcasing their collection for the fourth year in a row, will be launching a new wire free bra and a high waisted shaper. With a focus on designing for the sophisticated, contemporary woman, collections over at **PREVIEW** are timeless. Key exhibitor **Joseph Ribkoff**, known for their printed jersey dresses and wearable separates, have this season joined forces with supermodel and fashion icon **Yasmin Le Bon** who is the face of their global campaign.

One of the few launching opportunities for progressive, upcoming designers, **DEBUT** has helped launch some of Australia's top designers in the country. Past winners have included **Alexi Freeman**, **Limedrop** and **Trimapee**. Come and meet the next 11 exceptional finalists set for success!

And finally this year the **JUNIOR** department hosts colourful, fashion forward brands for the younger market. Discover original, fun, quality children's wear at all price points.

Returning beside **FASHION EXPOSED** will be the highly anticipated **BAGS & ACCESSORIES FAIR**. This year's standout exhibitor without a doubt is distributor Liberta Jewel who'll deliver the collaboration between **Lady Gaga** and internationally renowned jewellery designer **Rodrigo Otazu**. Other notable global labels such as **Pierre Cardin** and **Playboy** will also be taking part, as well as a host of emerging accessory brands.

With thanks to **FASHION EXPOSED** Sponsors: ARL, ARA, Thesydneygirl.com.au, Stylehunter.com, Fashion Journal, Cecylia, Moving Mannequins, Ubifrance, and Bee Dee Bags.

AUSTRALIAN SHOE FAIR also runs in conjunction with **FASHION EXPOSED** and **BAGS & ACCESSORIES FAIR**.

fashionexposed.com bagsaccessories.com.au

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