

Debut AT FASHION EXPOSED

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

For Immediate Release

February 14 2010

Debut Winners Announced

Today, on the opening morning of Australia's largest fashion trade event FASHION EXPOSED, Debut finalists presented collections to a panel of industry experts, each vying for the chance to share in a total prizepool in excess of \$20,000.

Excelling in the fields of originality and marketability, and displaying an outstanding level of innovation, skill and workmanship, this year's Debut winners have enviably secured themselves an individual location at Fashion Exposed next season.

Divided into categories of Apparel and Accessory, as well as the new and highly anticipated Avant Garde gallery, this seasons Debut finalists impressed both the panel of industry judges and the audience of influential buyers attending the fair.

The winners of this season's competition are:

Winner of the Apparel Award: *Elissa Brunato - label e'senk*

Judges comments: *"A very intricate, feminine without being too girly collection - the result of a lot of passion, a good mix, versatile with multiple applications, very nice look books."*

Winner of the Accessory Award: *Clair Hammon and Greg Fromont - Meadowlark*

Judges comments: *"An easy to sell, very intricate and detailed Indie collection marketable with good entry level pricing, well chosen materials and good marketing."*

Winner of the Avant Garde Award: *Bradley McLennan Pre-packaged Lover II*

Judges comments: *"A well made polished look that we can all imagine on the red carpet, very entrepreneurial, great potential."*

Katie Forrester of Stylehunter.com, a first time judge for the competition, commented *"The level of professionalism from these young designers is amazing. From their creativity to their marketability, every aspect of their brand was well executed, proving that these young designers are ready to take on the world."*

FASHION EXPOSED will run until Tuesday the 16th of February: www.fashionexposed.com

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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