

Media Release

QLD Designer to be Showcased at Fashion Exposed in Sydney, March 2011

Glamorous Life Swimwear, by Joanne Rahn has been selected as one of 8 successful designers to be sponsored by the Textile, Clothing and Footwear Resource Centre of WA (TCFWA) and TCF Australia to attend Fashion Exposed in Sydney next month.

Fashion Exposed is one of Australasia's premier trade fashion events and the next one is being held from the 6th to the 8th of March 2011 at the Sydney Exhibition Centre. Fashion Exposed occurs twice-yearly and provides an opportunity for the fashion industry to meet, source and buy collections from over 1,500 diverse Australian and International brands, all at one event.

Glamorous Life by Joanne Rahn offers Australians a luxury new swimwear label. Glamorous Life is aimed at sophisticated women of all ages who demand high-quality and high-fashion in equal measures. Made from deluxe Italian lycras and stretch lace, the inaugural collection is luxurious, opulent and all class.

Joanne is also the designer behind Lovebirds Australia and Mojoy Swimwear. Securing exclusive opportunities such as showing at Business GC Swim and Mercedes Benz Fashion Festival in 2010, Joanne is diving in head first!

Joanne said, "I'm excited to be selected to showcase my designs at Fashion Exposed in Sydney in March, thanks to TCFWA and TCF Australia. I started my first range 6 years ago, and have now a collection to suit every budget".

Along with sponsoring a selection of designers to showcase their work at Fashion Exposed, TCFWA and TCF Australia will provide attendees at the event access to a series of workshops for the textile, clothing, footwear & leather industry. The workshops will be offered FREE for up to 15 small businesses at a time.

Workshops to be held include:

Using Online Resources to Market your Fashion Business

Sunday 6TH March – 12noon – 1pm presented by Jasmyn Mumme – Shopwize

Creating Your Online Fashion Shop

Sunday 6TH March – 1pm – 2pm presented by Jasmyn Mumme – Shopwize

How to Keep Customers Coming Back

Sunday 6TH March – 2pm – 3pm presented by Jasmyn Mumme – Shopwize

SEO & Google Ad Words Workshop

Monday 7th March – 10.30am - 12 pm presented by Luke Kelty - Digital Bridge

How To Brief Your Website Developer Workshop

Monday 7th March - 1pm – 2.30pm presented by Luke Kelty - Digital Bridge

Building Online Customer Base Workshop

Tuesday 8th March – 10.30am - 12 pm presented by Luke Kelty - Digital Bridge

Cloud Computing Services and Data Backups Workshop

Tuesday 8th March - 1pm – 2.30pm presented by Luke Kelty - Digital Bridge

To find out more, or to book a spot to attend a TCF Australia Online Training & Mentoring Project workshops at Fashion Exposed, please go to www.tcfaustralia.com/workshops or telephone (08) 9479 3777.

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