MEDIA RELEASE

TCF Australia supports 'JACK LEE Australia' at '*FASHION EXPOSED REVIVED'* in Sydney from the 20th to the 24th of February 2015

'JACK LEE Australia' caters for the professional stylish male. Jacki-Lee Munckton started the menswear label in 2011 after noticing the change from men wearing the suit and tie to work to business casual.

2014 was a big year for 'JACK LEE Australia' with their first collaboration. Exclusive men and womens' 'Crown by JACK LEE Australia' Pyjamas were produced for Crown Towers and Crown Gift Stores.

Jacki-Lee Munckton founder of 'JACK LEE Australia' said, "The inspiration for our latest collection is 'From the boardroom to the bedroom we have you covered', and we take this through our products such as chino's, merino wool polo shirts, sweat shirts and bamboo pyjamas.

'JACK LEE Australia' is being supported by TCF Australia to attend and show their products at Sydney 2015, *FASHION EXPOSED REVIVED* in February.

Fashion labels across the country such as JACK LEE Australia will be given the opportunity to sell their wares at the dedicated TCF Australia Emerging Designer Showcase at *FASHION EXPOSED REVIVED* between 20th and 24th February, 2015 at Sydney Showground. The show will highlight Spring/Summer 2015/2016 & Winter 2015, and will include Womenswear, Menswear, Childrenswear, Accessories, Footwear, Lingerie & Sleepwear, and Retail Services.

These emerging designers will be exposed for the first time to the fashion industry trade fair market. They will have first time access to business workshops, online mentoring, forums, industry cluster networks, and national and global linkages to small businesses operating in the textile, clothing, footwear and leather industry across Australia.

Jacki-Lee said, "By attending *FASHION EXPOSED REVIVED* I'd like to strengthen our industry relationships and to learn about the latest developments in the fast paced environment of fashion. Most importantly, we want to show our specially designed JACK LEE men's chino pants to as larger audience as possible. We will also be showing our recently finalised Crown by JACK LEE Australia pyjama collaboration."

Carol Hanlon, CEO of TCF Australia said, "Jacki-Lee will be offered one on one mentoring through the entire trade fair process from preparing for a trade event, setting up to selling to pack up and will have dedicated TCF personnel on hand to help her every step of the way."

FASHION EXPOSED REVIVED – TCF AUSTRALIA EMERGING DESIGNERS SHOWCASE is sponsored by Australian Gift & Homewares Association, TCF Australia, TCFWA, TCF Global, Belmont BEC, TCF Energy Efficiency Project and BPW Business Incubator.

Jacki-Lee Munckton said, "My tip for future designers would be to make sure you have an abundance of tenacity and resilience".

'JACK LEE Australia' is available online at www.jackleeaustralia.com and through e-tailer Hard To Find (www.hardtofind.com.au).

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ABOUT TCF Australia
The Textile, Clothing and Footwear Resource Centre of Western Australia Inc. (TCF Australia) is a not-for-profit national support centre for the Textile, Clothing Footwear and Leather industry providing support and specialised resources, services and training. From its headquarters in Belmont, WA, TCF Australia aims at networking to maintain and establish key partnerships for the national TCF industry.