

Media Release

W.A's CVS Fashions to Showcase Designs at Fashion Exposed in Sydney, March 2011

CVS Fashions 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.

CVS Fashions was launched by Designer Chaynika Sethi in 2006, CVS Fashions specialises corporate wear for both men and women. All the garments are designed exclusively for the clients with utmost attention to quality and detailing.

Born in India, Chaynika completed studies at Ryan International School in New Delhi, and later the National Institute of Fashion Technology, also in New Delhi. After finalising her studies in 2005, she moved to Perth, and commenced work with established WA designer Hue Le.

Chaynika said, "I'm excited to be selected to showcase my designs at Fashion Exposed in Sydney in March, thanks to TCFWA and TCF Australia. My philosophy is 'Why blend in... when you can stand out!'"

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, and 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.

Designer Contact Details:

Chaynika Sethi
CVS Fashions
0413 289 685
www.cvsfashions.com
chaynika@gmail.com

TCFWA & TCF Australia Media Contact:

Carol Hanlon CEO
Belmont Business Enterprise Centre (BEC)
TCF Resource Centre of WA (TCFWA)
Designedge Fashion Incubator
TCF Global Community Project
Ph: (08) 94793777 Mob: 0417 963 231
Email: carol.hanlon@tcfwa.com



Textile Clothing Footwear Resource Centre of Western Australia Inc. (TCFWA)

PO Box 370, Cloverdale WA 6985 Phone 08 9479 3777 Fax 08 9479 3888

www.belmontbec.com www.tcfwa.com www.tcfaustralia.com www.tcfglobal.com
www.designedge.net.au