

## **Media Release**

# **W.A. Indigenous Label Buli-J Urban Dreamtime Clothing to Showcase Designs at Fashion Exposed in Sydney, March 2011**

Buli-J (*pronounced Bully-Jay*) Urban Dreamtime Clothing 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 6<sup>th</sup> to the 8<sup>th</sup> 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.

Buli-J was launched by Designer Mick Jauncey in 2007. Mick is a passionate Multicultural Australian of Aboriginal (Yawuru) and British ancestry.

Buli-J designs are recognisably Indigenous Australian and are the brainchild of Mick's desire to start a 'new conversation'. By uniting Indigenous themes and fashion, Mick with the assistance of C.Hogan Graphics uses the label as a creative outlet that provides a positive and light hearted way in which all people can identify with and embrace a multicultural way of living.

Mick said, "I'm excited to be selected to showcase my designs at Fashion Exposed in Sydney in March, thanks to TCFWA and TCF Australia. One of my clients summed up our offering best, saying 'The new style Urban Dreaming gear coming from Buli-J is another signpost of the new Australia - an Australia where everyone is going to be involved in the conversation we have to have, where understanding and acceptance will eventually replace prejudice and ignorance.' All I can say is wow!"

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](http://www.tcfaustralia.com/workshops) or telephone (08) 9479 3777.

**Designer Contact Details:**

Mick Jauncey  
Buli-J Australia  
0414 753 868  
[www.bulij.com.au](http://www.bulij.com.au)  
[bulij@bigpond.com](mailto:bulij@bigpond.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](mailto: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](http://www.belmontbec.com)   [www.tcfwa.com](http://www.tcfwa.com)   [www.tcfaustralia.com](http://www.tcfaustralia.com)   [www.tcfglobal.com](http://www.tcfglobal.com)  
[www.designedge.net.au](http://www.designedge.net.au)