

Media Release

W.A. Childrens' label Ironboy to be Showcased at Fashion Exposed in Sydney, March 2011

Ironboy 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.

Several years ago, Western Australian Mum (and former triathlete) Naomi Hore sat on the beach as a spectator at yet another triathlon. This was nothing unusual, but that day was different because it inspired Naomi to look in a new direction. Naomi left the beach wanting to create a range of practical, durable, and fashionable kid's swimwear, inspired by the feats and accomplishments of the triathletes that day. The ironboy concept had hatched!

Naomi had always searched for top quality, practical and reasonably priced swimwear for her three children. Her hunt for swimwear that lasted more than one summer and could be handed down from one sibling to the next turned up nothing. So with her new-found inspiration, Naomi promptly created a range of 10 swimwear designs with a bright and sporty edge. ironboy for the boys, and ironchick for the girls.

As the success of ironboy continues to grow, so does its list of supporters. Today ironboy is the preferred supplier to the Surf Life Saving Western Australia Surf Babies program. ironboy stockists include children's and sporting retailers in Australia and New Zealand.

Naomi said, "I'm excited to be selected to showcase my designs at Fashion Exposed in Sydney in March, thanks to TCFWA and TCF Australia. The response to ironboy and ironchick ranges, especially from the triathlon, surf life-saving and sporting circles has been fantastic. From the very beginning ironboy and ironchick have had huge appeal to Mums, Dads and kids who are passionate about enjoying a fun and active lifestyle".

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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