



AUSTRALIAN FASHION WEEK

FIFTEEN YEARS OF INNOVATION

3-7 MAY 2010

WWW.RAFW.COM.AU

IMG

15





15 YEARS OF INNOVATION

We're a creative bunch here in Australia and Rosemount Australian Fashion Week, which has found a home on the shores of Sydney's picturesque harbour, has become the meeting place for some of the nation's most creative talent. An event that showcases our best designers, stylists and producers to commentators, marketers and everyone in between.

In this milestone year, our industry deserves to feel particularly proud of its achievements and international reputation.

So get inspired and join us all to celebrate fifteen years of innovation.

EVENT
OVERVIEW

SPRING SUMMER COLLECTIONS 2010/11
3-7 MAY 2010

A MILESTONE ANNIVERSARY YEAR
CELEBRATING 15 YEARS OF INNOVATION

OVERSEAS PASSENGER TERMINAL,
CIRCULAR QUAY, SYDNEY, AUSTRALIA

Located at the Overseas Passenger Terminal on the spectacular Sydney Harbour, Rosemount Australian Fashion Week (RAFW) enables participating designers and exhibitors the greatest flexibility while providing a centralised venue that is convenient for all.

The five-day official schedule includes on-site collection shows held within state-of-the-art collection showrooms - The Cargo Theatre, The OPT and The MCA, off-site collection shows, Emerge, the MCA Showrooms and The Westin Sydney Suites.

THE COLLECTIONS	3-7 May 2010
EMERGE	3-7 May 2010
MCA SHOWROOMS	3-7 May 2010
THE WESTIN SYDNEY SUITES	3-7 May 2010

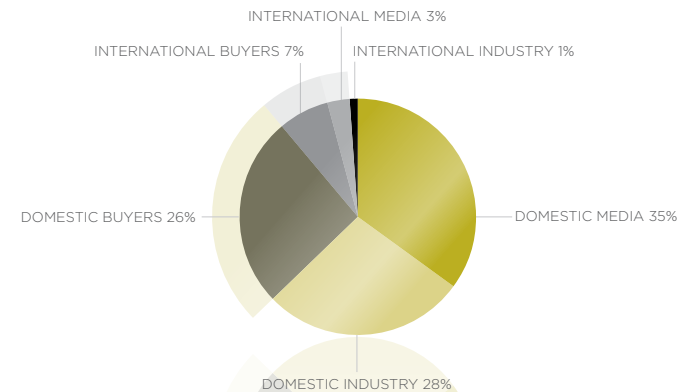
*Correct at time of printing; subject to change.



WHO ATTENDS RAFW

With a greater commitment to international and domestic marketing and in particular database management, RAFW continues to provide added value to participants.

*Figures from RAFW Spring Summer 09/10.



KEY BUYERS AND MEDIA THAT HAVE ATTENDED

BUYERS

Domestic: Belinda and the Corner Shop, Blonde Venus, David Jones, Elle, Fat 4, Myer, Parlour X, Adrenalin, Blondies Boutique, Bloodorange, Directions by Joanne Meisner, Dobrey Den, Entity, From St Xavier, Incu, McLean & Page, MyCatwalk.com, Periscope, Strelitzia, Tuchuzy, Wild Child.

International: American Rag Cie (USA), ASOS (UK), Bauhaus (China), Selfridges (UK), Neiman Marcus (USA), CK Tang (Singapore), Fred Segal (US), The General Pants Group (US), Urban Outfitters (US), Earthworks (Japan), Henri Bendel (USA), Sukimoo (UK), Browns (UK), United Arrows (JAPAN), H3O (JAPAN), Angel Divine (NZ), Good as Gold (NZ), Honour & Obey (NZ), Muse (NZ), Quinns Merivale (NZ), Something Epic (NZ), Verranda Young (NZ), Ziggurat (NZ).

MEDIA

Domestic: News Ltd, News Magazines, ACP Magazines, Fairfax, AAP, Pacific Publications, independent fashion titles, all free to air and pay TV broadcasters, radio, online sources, independent bloggers and leading freelance commentators.

International: The Telegraph (UK), The Times (UK), Sunday Times (UK), JC Report (USA), Fashion Wire Daily (USA), WGSN (UK), POP Magazine (UK), WWD (USA), Japan Times (JPN), Straits Times (SING), ELLE (HK), Harpers Bazaar (Asia Syndication), South China Morning Post (HK), Fashion TV (Asia Syndication), Karen (NZ), Dominion Post (NZ); and various news agencies, online sources, independent bloggers and international freelancers.

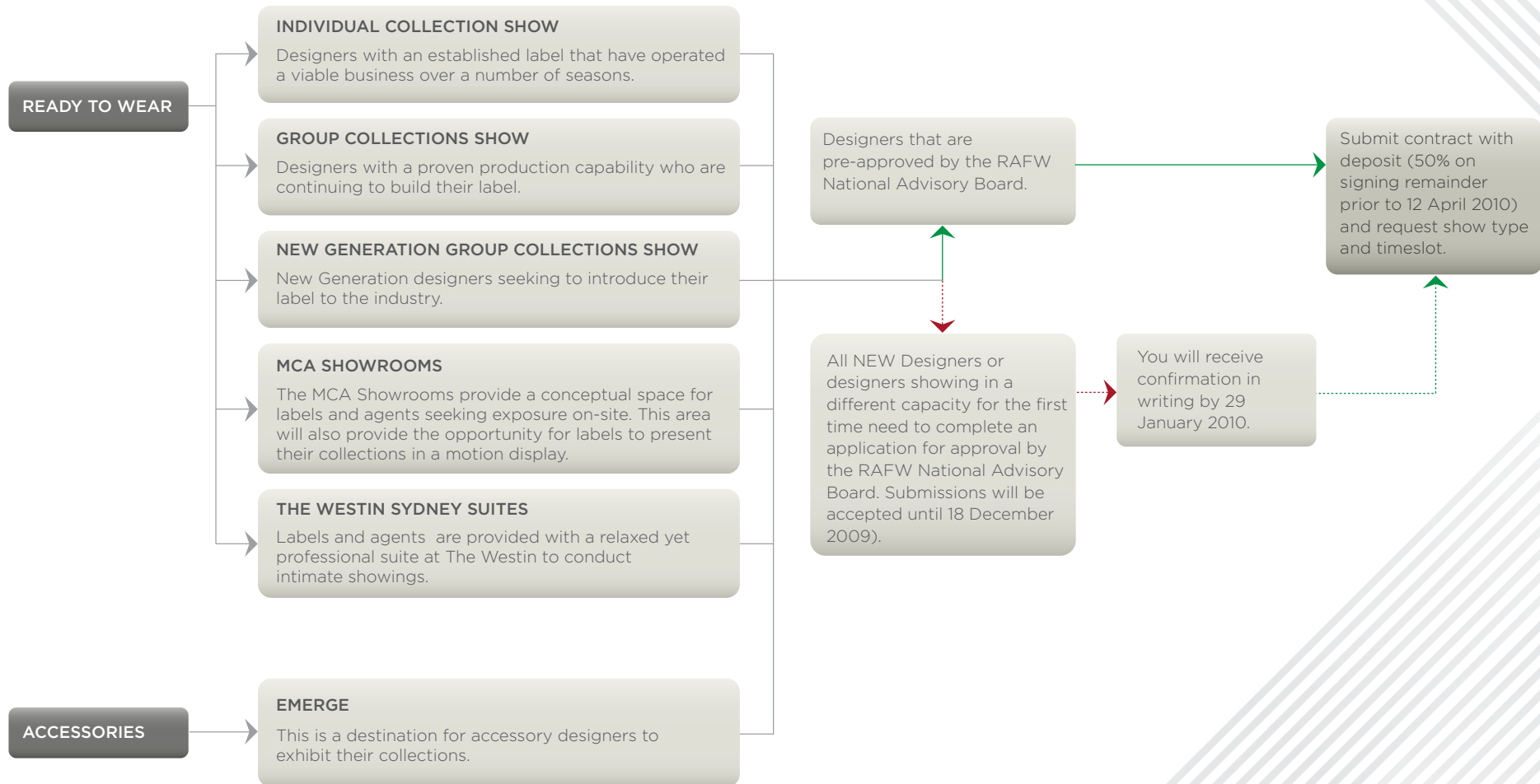
*This list is a snapshot of the past fifteen years and is not conclusive.

HOW TO PARTICIPATE

YOUR LABEL

PARTICIPATION OPTIONS

PROCESS FOR SHOWING AT RAFW



HOW TO ATTEND



SELECT

NATIONAL AND INTERNATIONAL BUYERS

NATIONAL AND INTERNATIONAL INDUSTRY
Including sales agent, PR, stylists, educational institutes.

NATIONAL AND INTERNATIONAL MEDIA
Including editors, journalists and bloggers.

PHOTOGRAPHERS AND FILMCREWS

PROCESS FOR ATTENDING RAFW AS A DELEGATE

Register online at rafw.com.au. Fee \$25 per person each season (registration open March 2010 closing 16 April 2010).

Online registrations are subject to an accreditation process. If successful you will be emailed a bar code receipt that you will need to bring with you when you attend RAFW.

Register online at rafw.com.au. Fee \$25 per person each season (registration open March 2010 closing 16 April 2010).

Your details are made available to designers to then assign your access and seating privileges.

Visit the accreditation desk on-site at RAFW, ensuring that you have your bar code ready for scanning. You will then be provided your delegate pass with assigned access privileges.

Online registrations are subject to an accreditation process. If successful you will be emailed a bar code receipt that you will need to bring with you when you attend RAFW.

All photographers and film crews will be required to sign a content release contract before being given access to RAFW. Backstage passes are strictly limited and are pre-allocated by IMG and are non-negotiable.

FREQUENTLY ASKED QUESTIONS

POSITIONING

- > RAFEW is the Asia Pacific's stop on the **international fashion week circuit** joining Paris, Milan, New York and London.
- > RAFEW is Australia's premier Ready to Wear fashion industry event, providing a **platform for designers** to showcase their wholesale collections to **the world's most influential buyers and media**. It is a one-stop-shop, attracting fashion industry executives, key media, and domestic and international buyers from leading department stores and independent boutiques.
- > RAFEW is **one of Australia's largest media events** alongside the Australian F1 Grand Prix, the Australian Open, the NRL and AFL Grand Finals. Australia's national media carries RAFEW into the homes, work places and lifestyles of over 2-million+ fashionable Australian consumers. It puts fashion businesses at the forefront.
- > RAFEW is one of Australia's most powerful fashion brands, which directly communicates with every component of the Australian fashion industry and has enormous **interaction with the industry** throughout the region.
- > Centralised on-site venues provide a broad range of options and flexibility that includes state-of-the-art staging, lighting and exhibit systems. **Amortising costs** across the week helps **to keep participation affordable**.
- > RAFEW has helped to establish the international careers of Australian and Asia Pacific designers.
- > All participating designers are provided professional services from the **globally connected** IMG Fashion team, which enables designers to get back to doing what they do best – design and running a sustainable business.

DESIGNER PARTICIPATION SELECTION PROCESS

To be eligible to be selected for participation in RAFEW designers must:

- 1 Be a Ready To Wear designer in at least one of the following categories
 - > Accessories
 - > Directional Streetwear
 - > Menswear
 - > Swimwear or Resortwear
 - > Womenswear
- 2 Present a wholesale collection unless otherwise approved by the event organisers.
- 3 Present a Spring Summer collection.
- 4 Be capable of delivering an order on an acceptable minimal basis to a credible retailer. This may require designers to submit credentialed evidence to the organisers that they are capable of timely deliveries of garments.

The event organisers will encourage and welcome industry reference/recommendation of designers that they believe are of a standard acceptable to be participating in RAFEW. These recommendations could come from the RAFEW National Advisory Board, stockists, lecturers and other key industry members. Such recommendations should be formalised in writing.

All NEW designers and designers showing in a different capacity for the first time will be required to complete an application form and submit a current look book and industry reference.





RAFW NATIONAL ADVISORY BOARD

Designer participation at RAFW is by invitation only and is determined by a set of policies determined by the industry-elected RAFW National Advisory Board. The RAFW National Advisory Board was established to recommend and review designers and ensure that only the very best of Australian fashion is represented.

EVENT SPONSOR AND PARTNERSHIP GUIDELINES

RAFW encourages all designers and agents who are participating to target appropriate sponsors to assist with participation in RAFW.

Strict guidelines regarding the sponsorship of any participant are in place to protect RAFW Partners who contribute to everyone's involvement in the event.

All participants must seek final approval from the IMG Fashion Sponsorship team prior to confirming a potential sponsor to avoid any disappointing outcomes. All marketing material displaying sponsors logos other than those affiliated with RAFW must seek approval prior to distribution to all RAFW events.

The IMG Fashion Sponsorship team will actively work on a case-by-case basis with all participants, to reach a reasonable and fair outcome.

The categories to avoid when targeting potential sponsors: alcohol, bottled water, make-up, finance, airlines, cars, hair stylists, hotels, computers, laptops and screens.

* N.B. Correct at time of printing, please check with the IMG Fashion Sponsorship team for any changes and updates to these categories.

GOVERNMENT PARTNERS



PRINCIPLE PARTNER



PREMIUM PARTNERS



PRODUCT PARTNERS



CONSUMER ENGAGEMENT

ROSEMOUNT SYDNEY FASHION FESTIVAL

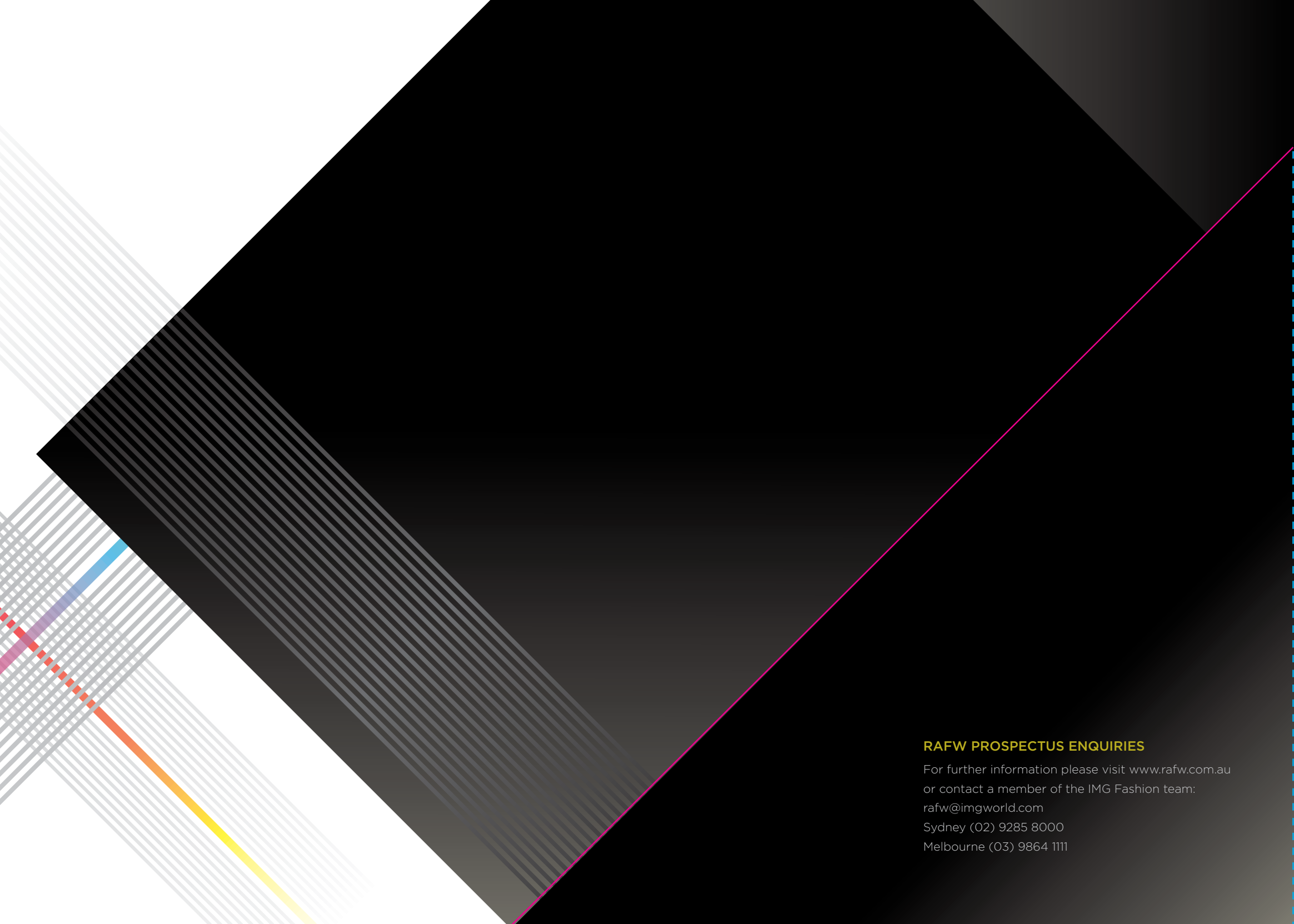
Located in Sydney's CBD, Rosemount Sydney Fashion Festival (RSFF) is a consumer-focused fashion event scheduled in August. The five-day official festival schedule includes collection shows, celebrity events, exhibitions, launches and after hours entertainment.

Designers participating on the official RFW Spring Summer collection show schedule, are allocated a position in one of the RFW Review Collection Shows. These premium evening shows will close each day of the Rosemount Sydney Fashion Festival.

This opportunity is at no extra cost to individual designers and forms part of IMG Fashion's commitment to driving commercial success for all participants.

For more information visit rsff.com.au





RAFW PROSPECTUS ENQUIRIES

For further information please visit www.rafw.com.au

or contact a member of the IMG Fashion team:

rafw@imgworld.com

Sydney (02) 9285 8000

Melbourne (03) 9864 1111

