**MEDIA RELEASE**

**FA Concept Store supports the 24th Belmont & Western Australian Small Business Awards!**

The Belmont & Western Australian Small Business Awards provide recognition and encouragement for small business achievements and will be open for small businesses, individuals and organisations in Belmont and from across Western Australia from the 27th of April until 5pm, 26th of September, 2017.

FA Concept Store will support the Fashion Industry Award. The Award highlights the talents and achievements of an individual within the Fashion or TCF Industry. Entrants can be from anywhere in Western Australia.

FA Concept Store It is a one stop destination makeup, styling or fashion photography etc... The boutique in Perth will be a fashion hub. Founded by Aymeric Futol, he will utilise his skills from the last 13 years in the luxury and the fashion industry in Europe to grow the FA Concept Store.

Mr Futol, CEO and Founder of FA Concept Store said, “Fashion is not a matter of money but taste We are excited to support the Fashion Industry Award for the first time and look forward to meeting the Award winner in October at the ‘Night of Stars’ event.”

The Awards are co-ordinated by the Belmont Business Enterprise Centre Inc. (Belmont BEC) which is a not-for-profit community based organisation that was established, in 1994, to assist in the growth and development of small business.

At the Awards launch on the 27th of April 2017, Mr Futol co-ordinated the fashion parade which included womens’ and menswear sourced from Europe for the FA Concept Store. Labels included Silverstar Designs, Concrete Ambition, FA Concept Store Designer Collective, Sad Jane, Jonté Designs, Lush Pearls, Elle et Lui Designer shoes. Music was provided by Stripes and models and makeup were supplied by Inspiring Design and Maeva’s Nails & Beauty.

Belmont BEC CEO and Founder of the Belmont & Western Australian Small Business Awards Carol Hanlon said “The Awards are open to small businesses both within the Belmont area and across the state with 26 categories available for entrants to consider. This is the 24th year we have held our Small Business Awards and it is exciting to see the awards grow each year to provide recognition to those striving for business excellence and acknowledging community achievements”

Potential entrants will be able to access a wide range of support in preparing their submission that includes Free Award Entry Kits, Workshops, Webinars and access to Award Mentors who can assist with tips in preparing award submissions to impress the judging panel.

Winners of this year’s 24th Belmont & Western Australian Small Business Awards 2017 ’will be announced at the ‘Night of Stars’ event that will take place in the Ballroom of the Perth Exhibition and Convention Centre on Wednesday, October 25th, 6pm - 8.30pm.

For more information on how to enter the awards and other categories, please contact awards@belmontbec.com or phone: (08) 9479 3777

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