

MEDIA RELEASE

Call for Papers - 3rd International Conference of Fashion Incubators

Perth will host the 3rd International Conference of Fashion Incubators in 2011, and the event is calling for papers now.

Conference Convenor Carol Hanlon was successful in winning the conference for Perth through her award in the prestigious 2009 City of Perth Convention Scholarship prize which enabled her to travel to the 2nd International Fashion Incubator in Atlanta in the USA and beyond in 2009, and her dream was realised when she then won the opportunity to bring the 3rd International Fashion Incubator Conference to Perth in 2011.

The conference is currently calling on interested partners and sponsors and is being hosted by the community organisations Textile Clothing Footwear Resource Centre of WA (TCFWA), designedge Fashion Incubator, TCF Global and the Belmont BEC. TCFWA was established in 1998 by Founder/Manager Carol Hanlon and is a not-for-profit fashion association that has created a state, national network that assists small and emerging fashion designers in TCF industry support services. TCF Global was created in 2007 to source a global network of fashion support organisations that can direct or assist with small run manufacturers, raw materials, fashion incubators, TCF / fashion designer associations, fashion weeks, trade exhibitions, festivals, fashion competitions and events that would assist a new designer and/or small volume independent fashion designers to link with suitable businesses or organisations around the globe.

The 3rd International Conference of Fashion Incubators will offer new opportunities for fashion business educators and fashion trade events from around the globe to network, discuss best practice and expand global designer marketing and promotional opportunities. The Conference will aim to build on past successful conferences of International Fashion Incubators held in UK and USA. It will assist the growth and development of fashion industry business educators and those that nurture and support emerging designers, as well as elevating Perth on the international fashion stage.

The event will present challenging speakers at the forefront of the industry as well as a range of practitioners willing to share their experiences and expertise, exhibitors and great opportunities for global networking. The Conference will also host Official Launch of International Fashion Incubator Organisation.

The Conference themes for 2011 will be:

- Fashion business growth and professional development
- Incubator best practice, financing and business support available
- International fashion trade exhibitions, festivals and marketing opportunities
- Sourcing global networks for raw materials, manufacturers, agents, retailers
- Indigenous fibres, textiles, traditional crafts, global village sewing projects
- Expand the global fashion 'helpline' network and designer exchange
- Managing Intellectual Property in global fashion & design industries
- Environmental & Eco Friendly Sustainable fashion development
- International trend development and forecasting services
- Virtual Business Incubation, mentoring online, webinars
- Doing Business Online, social media fashion networks

Conference Convenor, Carol Hanlon, TCFWA, has already received interest from speakers from Fashion Incubators in Los Angeles, Toronto and Amsterdam to attend Perth in 2011.

Additionally, expected in attendance will be organisers from other Incubators, educators and Fashion Weeks in the world including New Zealand, China, Hong Kong, India, Sri Lanka, Japan, Korea, Thailand, Indonesia, USA, Europe, UK and Singapore.

The 3rd International Conference of Fashion Incubators will be held at the Parmelia Hilton on 11-13 September, 2011. Presenters whose papers are selected are responsible for their own travel and accommodation expenses. Discounted Speaker Full Conference registration is AUD\$500 (includes complimentary WIFI).

CLOSING DATE FOR PAPERS – January 31st, 2011

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