

Media Release

'Preview in Daegu' Korea a Success for TCFWA and TCF Global Participants, March 2013

17 TCFWA and TCF Global representatives recently attended 'Preview in Daegu', the International Textile Fair in Korea during March 2013. A combination of designers, textile artists, and fashion textile buyers attended the show.

Carol Hanlon, CEO of TCFWA and TCF Global said of the Fair, "All delegates were in praise of the wonderful hospitality of The Province of Gyeongsangbuk-do and the Government of Western Australia (Korea Office), and the event organisers from 'Preview in Daegu' who also contributed sponsorship to the delegates to attend the event and exhibit their talents. The Province of Gyeongsangbu-do has a state level agreement with Western Australia for mutual exchange and cooperation. Special mention is also extended to Nexfair Korea for our TCF global delegates support and assistance".

"Highlights of the event included the huge interest shown in the W.A. textile artists Jill Yates from 'Yates Global' and Zhuhal Kuvan-Mills from 'Atelier Zuhai'. These designers were constantly swamped with interest from the diverse range of buyers and also the local South Korean textile artists wishing to expand their networks. Also on display was textile design by North West W.A. Indigenous Designer Lilla Gagliano from 'Kaninda Designs' and the artistic designs of Steve Culley from 'Steve C'. W.A.'s 'Steve C' label was lucky enough to be linked up with Malaysia's leading fashion designer Melinda Looi for future collaboration", said Carol Hanlon.

Additional Western Australian design labels that were invited to exhibit as 'Preview in Daegu' guests included Betty Tran, Jonte Pike, Little Gracie, Petra Vanessie and Silverstar Design. All designers received positive feedback from the 80+ International delegates attending and from the local Daegu Fashion Industry and Design Centre. The WA designers also benefited from attending a vast range of high level seminars on sustainable textiles and functional textiles. In addition, the attendees learned cultural understanding in Korean business etiquette and gained direct knowledge of doing business in Korea.

The TCF Global contingent attending the show in Korea included fashion & textile representatives from the United Kingdom, USA, Canada, Philippines and Pakistan. TCF Global network member Jenny Holloway from Fashion Enter Inc., attended the event. Jenny's London based Fashion Incubator produces product for the famed ASOS online fashion retailer and Marks and Spencer.

Carol Hanlon said, "The TCFWA & TCF Global Information stand was constantly busy with enquiries and the TCF Global network buyers were impressed with the range of textiles available, new innovations and also the networking amongst the 80 International buyers. Linkages were made with designers, buyers and TCF industry members from Canada, Switzerland, USA, UK, Ireland, Spain, France, India, Pakistan, Vietnam, Kuwait and beyond. In addition, our Western Australia exhibition stands were personally visited by Joo Seuk Lee and In Seon Lee, Vice Governors of Province of Gyeongsangbuk-do, who were part sponsors of the WA delegation to attend the event."

TCFWA is looking forward to ongoing discussions with Korea to repeat the TCFWA & TCF Global Fashion and Textile Business delegation opportunities in future years.

For further information:

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