

Media Release

Interstoff ASIA Essential Fair Eco Fashion Designer Sponsorship Winners Announced

The Textile, Clothing and Footwear Resource Centre of WA and TCF Australia announce the two winners of the sponsorship opportunity to attend the Interstoff Asia Essential International Fair in Hong Kong as Kelli Donovan & Sean Watson from Pure Pod Design and Tarra Shaylor and T Shay.

The opportunity will allow both eco orientated fashion designers to showcase four different displays at the event between the 3rd and 5th of October, 2012. Interstoff Asia Essential is plays a leading role in promoting eco textiles in trade fairs. In 2011, more than 6,000 visitors attended this fair from 67 countries and regions. The Fair will include leading fashion experts presenting Autumn/Winter 2013 /14 trend forecasts.

Sustainability will be at the heart of this year's event as, for the first time ever, show organiser Messe Frankfurt (HK) Ltd teams up with Textile Exchange, Ecotextile News and Planet Textiles to organise the 2012 Sustainable Textiles Conference, which takes place in conjunction with the exhibition on 4th and 5th of October. The event will bring together key players and industry leaders to tackle the issue of sustainability in textiles from around the world.

The winning eco fashion designers Fashion Designers will be provided two return economy air tickets from Australia to Hong Kong and 3 nights Accommodation.

Pure Pod's designer Kelli Donovan from the ACT creates a chic, contemporary, ECO/ethical collection with an urban influence. Her range is designed for women in the 30+ market, with classic designs & simple style. With sustainability as its backbone, from conception, through the production phase, to the completed garment, Pure Pod tries hard to minimise its environmental footprint.

Kelli Donovan said, "I created Pure Pod with the discerning buyer in mind - the conscious consumer with contemporary tastes, that loves style, an eye for quality, natural fibres and most importantly has an interest in sustainable fashion & their own health and wellbeing."

T Shay's designer Tarra Shaylor had a design interest from childhood. Tarra completed her Diploma in textiles and clothing production in 2010. During this time of study she was selected as a finalist at the Perth Fashion Festival in both 2009 and 2010.

T SHAY's design aesthetic and philosophy seeks to create pieces that have a balance between beauty, performance and sustainability. T SHAY uses natural fibres in its collections, predominantly linen, the animal fibre of leather and the protein fibre of silk. TSHAY also likes to keep a basic colour palette for longevity of the pieces that everyone can wear such as white, black and neutral tones. Some garments have been created with recycled fabrics such as vintage Japanese obis.

Tarra Shaylor said, "My mother inspired me to design with an eco conscious perspective, after she became ill and was recommended a vegan diet and a change in lifestyle".

Carol Hanlon, CEO of TCFWA, and TCF Australia said, "The opportunity for Tarra and Kelli to attend Interstoff ASIA Essential this year will be a great experience for both of them, and I'm sure they will use what they learn in future collections. The ECO Award opportunity also supports the TCF Australia ONLINE ENERGY EFFICIENCY Training & Mentoring project which is being delivered to fashion designers across Australia to assist them in lowering their energy costs and also to provide access to sustainable low energy supply chains." To register for free training & mentoring visit www.tcfaustralia.com/greenenergy

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ABOUT TCF Australia

The Textile, Clothing and Footwear Resource Centre of Western Australia Inc (TCF Australia) is a not-for-profit national support centre for the Textile, Clothing Footwear and Leather industry providing support and specialised resources, services and training. From its head quarters in Belmont, WA, TCF Australia aims at networking to maintain and establish key partnerships for the national TCF industry.

ABOUT TCF Australia 'ONLINE' Energy Efficiency Training & Mentoring Project

The TCF Australia 'ONLINE' Energy Efficiency Training & Mentoring Project will provide for 1,000 fashion, creative and TCF small businesses across Australia to participate in ONLINE training. The program will support and facilitate the ability for businesses to reduce energy use, create cost efficiencies and to enable them to investigate new green business opportunities. Free training webinars will be offered covering a wide range of topics such as energy efficiency, sustainable green fashion, supply chain information and support. In addition, free mentoring with energy efficiency and business mentors is also available and a range of free national TCF Australia 'Ask an Expert' Forums are being held across Australia. The TCF Australia 'ONLINE' Energy Efficiency Training & Mentoring Project receives funding from the Australian Government Department of Climate Change and Energy Efficiency as part of the Energy Efficiency Information Grants Program.'