

Sydney Attracts Record Number of International Fashion Labels

Despite the challenging economic environment, this year's Fashion Exposed attracted a record number of international fashion labels to the Sydney Convention and Exhibition Centre in March.

Australia's biggest fashion retailing trade show, Fashion Exposed featured more than 500 exhibitors and thousands of fashion labels and international brands such as Slazenger, Spencer & Rutherford and William Rast – the new label from superstar Justin Timberlake.

The three-day event attracted more than 7000 fashion retailers and buyers from across Australia and around the world – a turnout that Australian Exhibitions & Conferences Exhibition Manager Elissa Duke was very pleased with given the tough economic climate.

“Considering reports of overseas trade shows tracking at around 30 per cent down on visitors, we were delighted with the steady stream of buyers at this year's Sydney show,” Ms Duke said.

“Exhibitors were also really happy, with many reporting a 25-40 per cent increase in business written compared to last year.”

In addition to showcasing new Spring/Summer season collections, the fashion extravaganza unveiled a range of new features to visitors, including a complimentary day spa, salon-style fashion floor shows and distinctive fashion precincts including a separate zone displaying streetwear for the youth market.

Centre Chief Executive Ton van Amerongen said Sydney Fashion Exposed had attracted hundreds of fashion buyers and designers from Australia and overseas since the inaugural event was held at the Centre in 2005.

“The Centre is proud to play a part in bringing together established labels and fashion leaders from around the world, while providing a springboard for emerging designers to reach international buyers without leaving Sydney,” Mr van Amerongen said.

Held annually, Sydney Fashion Exposed is one of the largest trade shows held at the Centre, covering 22,500 square metres of floor space across five of the venue's exhibition halls.

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