



## **Australian designers a stitch closer to the Big Apple as 2015 DHL Fashion Export Scholarship finalists announced**

- **Designers By Johnny, Christopher Esber and Viktoria + Woods caught the eye of international buyers, with growing exports and plans for global expansion**
- **Winner to receive AU\$10,000 worth of international freight, mentorship from IMG and DHL Express, and a trip to New York Fashion Week**

**Sydney, 1 June, 2015:** DHL, the world's leading logistics company, has revealed the finalists of its career-changing DHL Fashion Export Scholarship, bringing three up-and-coming Australian designers a step closer to winning the opportunity to chase their dreams of global success.

The final three labels – By Johnny, Christopher Esber and Viktoria + Woods – were selected due to their impressive success in the domestic market to date, design aesthetics, potential to appeal to an international audience and solid strategies around international expansion and exporting.

The three finalists are vying for AU\$10,000 worth of international freight, a DHL Express mentorship to supercharge their export strategy and mentoring from IMG. Following on from the launch of the DHL Exported competition in 2014, the winner will also have the opportunity to attend New York Fashion Week and, while they are there, meet with an international buyer.

The job of reviewing this year's entrants' look books and credentials fell to an esteemed panel of judges including Emily Weight, Director, Strategy and Brand Development, IMG Fashion Australia; Prue Lewington, Sunday Telegraph Fashion Editor; and Jamila Dlala, National Group Sales Manager at DHL Express.

Emily Weight said, "With twice the number of applications from last year, many of them from prominent labels, narrowing down the finalists to just three was a difficult task. It is fantastic to see so many talented Australian designers readying their businesses to expand globally via the opportunities the DHL Fashion Export Scholarship provides. The three finalists have done more than just design beautiful collections; they have clear international expansion plans and a business strategy ready to take them global."

Gary Edstein, Senior Vice President of DHL Express Oceania, said the company is proud of its commitment to the fashion industry: "As experts in logistics worldwide, we can see that our 2015 DHL Fashion Export Scholarship finalists have enormous export potential and we are excited to provide a launch platform for these up-and-coming Australian brands. The business of fashion can be challenging and we're pleased to be able to help talented designers in their quest to reach an international audience."

Locally, the DHL Express Fashion Export Scholarship focuses on supporting up and coming



Australian designers. Previous winners include Michael Lo Sordo, KAHLO, Haryono Setiadi, We Are Handsome and Bec & Bridge, who have each successfully utilised the Scholarship prize to help catapult their business overseas.

The winner will be announced on 29 June, 2015. For more information, please visit [www.dhl.com](http://www.dhl.com).

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## **Editor's Notes:**

For more information, please refer to the DHL Fashion Export Scholarship 2015 – Meet the Finalists document attached with this release.

For further information or to arrange interviews or for high resolution images, please contact:

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## **About the DHL Fashion Export Scholarship**

The scholarship is open to Australian fashion designers who have been exporting for less than four years. The winner of the scholarship will receive international freight to the value of AU\$10,000 and coaching in freight and logistics from DHL Express, as well as a trip to New York Fashion Week to be a guest at the DHL Exported show and meet a major buyer with IMG Fashion.

Entrants are invited to complete an official application and submit a design portfolio, which is judged by fashion industry leaders. Entries are judged across a variety of categories, including: design, marketing, business and export strategy.

**DHL – The logistics company for the world**

**DHL** is the leading global brand in the logistics industry. DHL's family of divisions offer an unrivalled portfolio of logistics services ranging from national and international parcel delivery, international express, road, air and ocean transport to industrial supply chain management. With more than 325,000 employees in over 220 countries and territories worldwide, they connect people and businesses securely and reliably, enabling global trade flows. With specialized solutions for growth markets and industries including e-Commerce, technology, life science and healthcare, energy, automotive and retail, a proven commitment to corporate responsibility and



an unrivalled presence in developing markets, DHL is decisively positioned as “The logistics company for the world”.

DHL is part of Deutsche Post DHL Group. The Group generated revenues of more than 56 billion euros in 2014.