



By Johnny delivered to the international catwalk

- **DHL reveals winner of the 2015 DHL Express Fashion Export Scholarship**
- **Johnny Schembri tapped by industry experts to become the next Aussie designer to take their brand global**
- **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, 29 June, 2015: DHL, the world's leading logistics company, has revealed local brand *By Johnny* as the winner of the coveted DHL Express Fashion Export Scholarship for 2015, which will see designer Johnny Schembri mentored in his mission to take the label onto the global stage.

Schembri, known for expressing a fearless femininity through his design aesthetic and innovative business ideas, has been growing his label in leaps and bounds since 2009 when he operated out of the Fringe Bar markets. Since then, he has starred in and became a finalist on *Project Runway Australia*, signed a much-coveted contract with prestigious Australian department store Myer and dressed a number of celebrity fans including Jennifer Hawkins, Katy Perry, Gigi Hadid, Kelly Osborne, Jodi Anasta and Dannii Minogue.

Schembri has impressed the fashion community by proving his ability to innovate, having created a limited edition 'Shop the Runway' collection as part of MBFWA 2015 that was exclusive to Myer.

The energetic Sydney-based designer will receive AUD\$10,000 worth of international freight, a DHL Express mentorship to supercharge his export strategy and mentoring from IMG Fashion in the United States. Following on from the launch of the DHL Exported competition earlier this year, he will also be flown to New York for Mercedes-Benz Fashion Week in February 2016 where he will meet with an international buyer.

Schembri was overwhelmed to join the ranks of previous winners of the Scholarship, such as *Bec and Bridge*, *We Are Handsome* and *Michael Lo Sordo*, stating: "Over the last six years I've worked so hard with my team to create a strong foundation in the Australian marketplace – and I am so grateful to the local buyers, stockists, and supporters here for making it all possible – but I am beyond excited to be given this stepping stone to the global market by DHL Express and IMG Fashion. I can't wait to start working with them to take *by Johnny* from the streets of Sydney and Melbourne to the footpaths of New York and LA."

As part of his ongoing business strategy, Schembri and his team are currently working on growing their e-commerce platform to provide a key access point for international audiences and offering competitive rates and shipping options.



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; Prue Lewington, Sunday Telegraph Fashion Editor; and Jamila Dlala, National Group Sales Manager at DHL Express.

Gary Edstein, Senior Vice President of DHL Express Oceania said, "We believe this is a fantastic opportunity for *By Johnny* and we're proud to add the label to what has become an illustrious list of Scholarship winners. We are excited to see how the DHL Express Fashion Export Scholarship will help Johnny realize the international exporting potential of his brand. The trip to New York to attend the DHL Exported show is sure to inspire him to grow his business and we look forward to being a part of that process."

DHL Exported is a global collaboration between DHL and IMG Fashion that invites established designers to apply to show in the New York, London, Milan or Tokyo Fashion Week events, with the winner in each market able to debut their collection for two seasons.

Locally, the DHL Express Fashion Export Scholarship supports up and coming Australian designers by assisting them in their international expansion plans. Previous winners include Michael Lo Sordo, KHALO, Haryono Setiadi, We Are Handsome and Bec & Bridge, who have each successfully utilized the Scholarship prize to help catapult their business overseas.

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

Media Contact:

Hausmann Communications

Lucille McCart

Phone: 02 8353 5732 / 0407 488 164

E-mail: lucille.mccart@hausmann.com.au

Find us:

Facebook: @DHL

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About the DHL Express 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.