



Mercedes-Benz FashionWeek AUSTRALIA

For Immediate Release

MERCEDES-BENZ FASHION WEEK AUSTRALIA ANNOUNCES INTERNATIONAL GUESTS FOR 2015

SYDNEY (March 24, 2015) Proving Australia's position as a market for burgeoning designer talent, international buyers are heading to Mercedes-Benz Fashion Week Australia to view the Spring/Summer Collections of Australian designers. Key representatives from leading international e-tailers, department stores and boutiques will attend, including Net-A-Porter, Shopbop, Farfetch, mytheresa.com, Anthropologie (US), ASOS (UK), Avenue 32 (US), Forward (US), Goop (US), Les Galeries Lafayette (France), LN-CC (UK), Luisa Via Roma (Italy) and Revolve Clothing (US).

"Australia is one of the hottest creative industries at the moment, generating huge interest from international media and retailers wanting to attend Mercedes-Benz Fashion Week Australia," says Emily Weight. "Now more than ever, members of the global fashion industry are looking for a unique product to set them apart from other boutiques and retailers, and they see the Australian designer collections as a key offering to their customer base."

Jenny Fuchs, Buyer at Shopbop, says "Mercedes-Benz Fashion Week Australia is a key event for Shopbop. It affords us the opportunity to work closely with our Australian designers and to see firsthand how the Australian fashion customer is reacting to and interpreting trends into her wardrobe."

In addition to top retailers, representatives from renowned publications that will be in attendance include *Harper's BAZAAR* (US), *Marie Claire* (US), *Seventeen Magazine* (US) and *Cosmopolitan* (US), *W Magazine* (US), and *PORTER Magazine* (UK), as well as online platforms such as Buro 24/7, Style.com and The Coveteur.

"I'm delighted to be attending Mercedes-Benz Fashion Week Australia in its 20th year. It seems only yesterday I was styling the Wayne Cooper show when Australian Fashion Week first launched, so it's exciting for me to be coming back twenty years later as a guest", says Gabriele Hackworthy, Fashion Director of PORTER Magazine. "As a proud Australian, I've enjoyed watching this country's style develop and grow on the global stage over the years and I applaud MBFWA - one of the premiere events for spotting new talent - for shining a spotlight on Australian designers and rising stars in the fashion world."

Global fashion influencer Vanessa Hong of The Haute Pursuit will attend the event for the first time. Street style photographers Lee Oliveira and Phil Oh, who is snapping for Sunglass Hut, will also be in Sydney to capture all the trends both on and off the runway.

Mercedes-Benz Fashion Week Australia: April 12-16, 2015
Press & Industry Registration requests at auregistration.mbfashionweek.com
Mbfashionweek.com
[@MBFashionWeek](https://twitter.com/MBFashionWeek)
[#MBFWA](https://twitter.com/MBFWA)

To experience all the runway highlights from Fashion Week, consumers can attend:
Mercedes-Benz Fashion Weekend Edition: April 18-19, 2015
Tickets are strictly limited. On sale February 16, 2015 via MBFashionWeekendEd.com.au
@MBFWeekendEdition
#MBFWeekendEnd

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Title sponsor Mercedes-Benz is joined by the NSW Government through its tourism and major events agency Destination NSW, DHL, St.George, Redken, City of Sydney, Rekorderlig, Braun, Swarovski, Pier One Sydney Harbour, Mi9, LK Property Group, SanPellegrino, Tempus Two, Ciroc, Vittoria, Carriageworks, Ashai, Pommery, Val Morgan, Ooh Media, Guvera, Getty, Tencent and Fashion GPS

Mercedes-Benz Fashion Week Australia is an IMG event.

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