
From: Gregory Bolton [mailto:gb@triode.net.au]
Sent: Wednesday, 21 May 2008 10:00 AM
To: TCFReview
Subject: Fashion Week

Dear Professor Green, Thanks for the opportunity to make this submission.

I am a long running designer ,manufacturer,wholesaler and agent of fashion accessories (since 1981)

As you may know many in the fashion industry are very unhappy with Rosemount Australian Fashion Week and consider it to be a sham and a con.

I am one of those people and I am concerned with the fact that Fashion Week is sponsored and promoted by government agencies who are basically aiding and abetting the organisers to rip off the industry.

I took a space at the "Source" at Sydney Fashion Week in 2006 and was horrified by what I witnessed.

It would appear that no money is spent by IMG on promoting the event and this is left up to Austrade.

There were no local buyers at all as they seem to have been alienated .

I showed 7 new and established labels and wrote not a single order for any of them.

The event seemed to attract no buyers or industry people at all and it seems only hangers on were attending. I approached many attendees to ask where they were from and without fail the answer was always that they were not in the industry let alone a buyer.

The sad part of this is that the "source" had so many great young Australian designers doing good saleable work. Many of these designers had scraped and borrowed to show at the event and it was heart breaking to see them also write no orders. Many of them decided at this event to move overseas to pursue their careers. Is this what fashion week should be about?

I dont know what benefit the runway shows are but I suspect it is just publicity for larger labels without the expectation of orders.

On the whole I think the event is destuctive to the industry and I think it is shameful that government agencies are assisting in the destruction. I also smell a rat with Austrade's involvement and think it shoud be investigated.

I would be interested to hear from any industry person who has a different opinion from mine as I have yet to meet one.

Yours faithfully
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