

LAUNCH

INITIATIVE

Media Release

Starting a career as a fashion designer is an impossible dream if you don't have the right resources or contacts. Sketching, pattern making, manufacturing, advertising, stockists...not to mention the cost of it all... There is no doubt its a long and costly process.

Launch Initiative Fashion recognises the limited opportunities and difficulty in becoming a designer, so we have developed an effective initiative that helps talented young designers pave their path to success. This fresh new company is dedicated towards collaborating with young designers to produce and manufacture high-quality, innovative designs and make them available to the public for purchase.

The way Launch Initiative Fashion works is...designers log onto the Launch Initiative website and submit sketches of their designs based around a concept set by Launch. The designs are then presented on the website where other designers and the public can vote on the designs they think are the best. It's very simple and prepares applicants for the real-world aspects of designing. The winning designs are those with the most votes.

Once the winners are announced their designs are then manufactured on behalf of Launch Initiative Fashion and made store-ready, complete with the designers own label.

Throughout the process the designer remains in complete creative control of their garments and everything is one hundred per cent Australian owned and made. All at no cost to the designer. In fact the designer receives a royalty from the sale of their product. Just like a professional designer.

This program is a world first and Australian designers are rallying behind Launch Initiative Fashion eager to see the trickle-down-effect onto the rest of the Australian fashion industry.

Launch Initiative fully supports and encourages the public to become interactive with the Launch Fashion and is aiming towards creating a community where members can chat with each other, and gain advice from established Australian designers who are Ambassadors for the initiative.

This is the best opportunity available to talented students trying to start their career as a fashion designer.

Launch Initiative has just launched concept initiative Launch Sleep, which utilises the same concept as Launch Initiative Fashion but focuses more on creating graphic prints for pyjama fabric, because we all know...sleep is the new black. The winner of Launch Sleep earns themselves \$500 cash for submitting their designs, plus product sales royalties.

In a time of financial crisis, students, in particular fashion designers are entering rocky terrain. Launch Initiative creates a new avenue for students to explore and offers a respected and supportive environment to launch their career.

To explore more about the possibilities of Launch Initiative visit www.launchin.net, ###

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