

LAUNCH

INITIATIVE

Media Release

Didn't you know...Sleep is the new black!

From the innovators of Launch Initiative Fashion comes a brand new concept Launch Sleep. For designers looking to expand their portfolio to include sleepwear or graphic design, or even better...both, look to further.

Launch Initiative Sleep enables fashion designers and graphic designers to try their hand at designing pyjamas and graphic prints for pyjama fabrics. This is a hugely valuable, not to mention exciting- opportunity to try your hand at graphic design. Have you been wanting a pair of wide-legged tie-dyed and studded pyjama pants for...like...ever! Well now you can have them thanks to Launch Sleep.

Launch Sleep is starting with a standard sleepwear pattern and is looking for designers to construct a print story for the collection.

Each month Launch Sleep will be offering more opportunities through the Initiative to include opportunities to design sleepwear separates and accessories. You could be the very next Peter Alexander!

The idea with Launch Sleep is similar to Launch Fashion, where all the designs are submitted for voting by the public. So this means you have get your friends, family, neighbours and strangers involved and voting on your design.

The winning designer gets \$500 cash, plus royalties from each of their garments sold through Launch Initiative.

To become a designer with Launch Sleep you need to register as a designer member. Registering as a designer allows you to submit as many designs as you like to Launch Fashion and Launch Sleep. As well as an access-all-areas pass to the website where you can chat with established designers on the 'ask an expert' page and receive huge discounts from the online store.

To become apart of this incredible program, or if you jast want to find out more about it, go to www.launchin.net, there are limited positions available so wake up, sign up and start your career now!

For further information, please contact: liabelle@launchin.net

Lia-Belle King

Marketing/PR Executive

Launch Initiative

Ph: 02) 8014 8460

Unit 10, 34-36 Ralph St

Alexandria, NSW, 2015