

# LAUNCH

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## INITIATIVE

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### 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 process.

Launch Fashion Initiative recognises the limited opportunities and difficulty in becoming a designer, so we thought we should help talented young things along the way. 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 Fashion Initiative works is...Think of a real-life blown up version of project runway.

To get started, designers log onto the Launch Initiative website and submit sketches of their designs based around a concept set by Launch. The designs are then put onto a page where other designers and the public can vote on the designs they think are the best. It's really simple and prepares applicants for the real-world aspects of designing. The winning designs are the ones with the most votes.

Once the winners are announced their designs are then manufactured by Launch Fashion Initiative and made store-ready, complete with the designers label sewn in. Thus a star is born.

Throughout the process the designer remains in complete 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 percentage of the profits made by the sale of their product. Just like a real designer would.

This program is a world first and Australian designers are rallying behind Launch Fashion Initiative 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 community and hosts forums where members can chat with each other, and other Australian designers for advice about the fashion industry.

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

Launch Fashion Initiative also has the capabilities of raising awareness to a designers product. Launch offers forum space, an online magazine and blog as well as the opportunity to become a company ambassador or invitation to become a Platinum Designer. This program has the support of many Australian fashion industry personalities, all of which are helping to support young designers in achieving their career goals.

To become apart of this incredible program go to [www.launchin.net](http://www.launchin.net), there are limited positions available so sign up and start your career as a fashion designer. ###

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