

LAUNCH

INITIATIVE

Media Release

Since the beginning of time the fashion industry has been a death trap for the dreams of up-and-coming designers. A strictly who-you-know mentality meant that many a talented couturier quickly become fashion road-kill. Oh, it's a lonely road to the top without a pair of skinny jeans, designer bag and blow dry.

The flaws of the industry are obvious, the solution? Launch Initiative is a company dead set on launching the design careers of young people. Think of a real-life blown up version of project runway.

Young designers log onto the Launch Initiative website and design garments based on a theme created by Launch Initiative. The designs then go into a database where other members and the public can view them, and vote on the designs they think are the best. It's really simple and prepares applicants for the real-world task of designing for a particular collection or season. The winner is the design with the most votes.

What do you win? Well, Launch Initiative manufactures the winning designs and distributes them for sale amongst top retail outlets. Thus a star is born.

It sound just too good doesn't it? What's the damn catch? Well there isn't one. The designer remains in complete control of their garment and everything is one hundred per cent Australian owned and made- All at no cost to the designer, In fact the designer naturally gets a cut of the profits made by the selling of their garment. Launch Initiative is a collaboration focused on helping young people reach their full potential

Launch Initiative fully supports and encourages the public to become interactive with the Launch Fashion community and hosts forums where members can chat with successful Australian designers for advice about the fashion industry. Being a world first, Launch Initiative has attracted plenty of attention from industry personalities because quite simply- It is the best opportunity available to young hopeful designers. Because no matter how much passion or talent you have, if you don't have the business knowledge or start-up capital you aint going nowhere honey.

Become apart of this incredible program, there are limited positions available so sign up and head start your career as a fashion designer.

www.launchin.net

###

For further information, please contact:

Lia-Belle King

Marketing/PR Executive

liabelle@launchin.net

Launch Initiative

Ph: 02) 8014 8460

Unit 10, 34-36 Ralph St

Alexandria, NSW, 2015