

# LAUNCH

---

## INITIATIVE

---

### **Mark Antonio For Launch Initiative Fashion**



Since eating his slice of the fat-free designer pie on Project Runway, Mark Antonio has had his hands full as a celebrity stylist, working for Taxi Clothing... and as an Ambassador for Launch Initiative Fashion.

Launch Initiative Fashion is a company dedicated towards helping 'launch' the careers of aspiring fashion designers. Launch Initiative Fashion collaborates with designers to feature their designs online and eventually manufacture the designers' garments as well as offer career advice. All at no cost to the designer, besides the Designer Membership Fee.

Mark was approached by Launch Initiative Fashion and was ecstatic about the great opportunity it was offering designers. In an industry that Mark says 'breeds insecurity and criticism', it's great that new pathways are being created for designers to explore.

It is well known that the fashion industry is a fickle one, and certainly a place where 'who-you-know' can determine your success. Without the contacts you could be stuck in that retail job for life. But not anymore. Thanks to Launch Initiative Fashion and Mark Antonio, what-you-know is the most coveted possession this season.

A self-confessed 80's loving, Lady GaGa listening, sequined tights wearing, pop culture junkie, Mark Antonio is the perfect spokesperson for Launch Initiative Fashion. The companies target markets are innovative Gen-Y fashion designers, looking for a new take on the fashion world.

In a company with a world first concept on their hands, being apart of the revolution will benefit a designer's career for life.

Mark is looking forward to the opportunity to mentor young designers and share his experiences in the industry. He is also involved with the design aspect of Launch Initiative Fashion and his awesome eye for detail is an asset to the company catalogue.

Launch Initiative Fashion is proud to have Mark Antonio on board!  
So look out industry, here comes mama!

To check out what Launch Initiative is all about: [www.launchin.net](http://www.launchin.net)