



Katrina Hodgkinson MP

Minister for Primary Industries

Minister for Small Business

Media Release

Monday 7 April 2014

SYDNEY AND NSW ON SHOW TO THE WORLD DURING MERCEDES-BENZ FASHION WEEK AUSTRALIA

Minister for Small Business Katrina Hodgkinson today announced the 2014 NSW Fashion Week Ambassadors who will promote NSW to an international audience.

Ms Hodgkinson joined fashion designers, industry leaders and international guests this morning to welcome the opening of Mercedes-Benz Fashion Week Australia, in its second year at Sydney's vibrant arts and culture precinct, Carriageworks.

"The NSW Government, through its tourism and events agency Destination NSW, is proud to support Mercedes-Benz Fashion Week Australia, a standout event in our State's events calendar," Ms Hodgkinson said.

"This year's stylish group of Fashion Ambassadors are involved in different aspects of the fashion industry and have been handpicked for their inside knowledge to help showcase NSW as a global cultural and fashion hub, as well as a must see holiday destination."

The 2014 NSW Fashion Week Ambassadors are:

- designers Alexandra and Genevieve Smart of *Ginger & Smart*;
- designer Alice McCall of *alice McCALL*;
- international models Zac and Jordan Stenmark;
- beauty and health writer and blogger Eleanor Pendleton; and
- fashion blogger Steph Adams.

The Ambassadors will share their favourite experiences in Sydney and regional NSW with international fashion media, including US Marie Claire, US Lucky Magazine, blogger Susie Lau from Susie Bubble, street style photographer Tommy Ton and Refinery 29.

Ms Hodgkinson congratulated IMG for promoting local designers through the recently announced strategic business partnership with China's largest internet company, Tencent, which will give designers exposure to the online giant's 798 million active users.

"During the next decade creative industries will help drive growth, export productivity, innovation and competitiveness for NSW, and the government is committed to supporting our fashion designers break into the competitive global fashion market," she said.

"Many businesses involved in the fashion industry and the creative industries more broadly are small businesses, which is why the NSW Liberals & Nationals recently appointed the State's first Creative Industries Business Adviser.

"NSW already has a number of competitive advantages when it comes to fashion design, including access to quality raw materials and high technical innovation. More than 70,000 people were employed in the NSW fashion industry in 2012/2013, generating retail sales of around \$6.4 billion for the State economy."