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Sydney's creative leadership shows during Rosemount Australian Fashion Week

28 Apr 2009

Sydney's position as Australia's creative industries hub was reinforced from April 27 to May 1 when the city hosted the Rosemount Australian Fashion Week (RAFW) Spring Summer 2009/10 Collections.

NSW Minister for State Development Ian Macdonald said 60 per cent of fashion designers exhibiting at this year's RAFW came from NSW.

RAFW is Australia's premier industry fashion event and I am proud to report that 66 out of the 110 exhibiting designers this year are based in NSW, reinforcing our leadership in this creative sector, Mr Macdonald said.

RAFWs staging at the Overseas Passenger Terminal at Circular Quay provided a perfect platform for the promotion of Sydney as Australia's global and creative gateway while generating economic benefits for NSW.

RAFW allowed fashion designers to parade their Spring/Summer fashion collections to global fashion buyers, agents, media, stylists and fashion influencers.

Creative industries, including fashion, have been targeted for growth by the NSW Government as they play an important role in the economic, creative and cultural life of Sydney and NSW.

The NSW Government has supported RAFW since 1996, and through Events NSW has secured RAFW for Sydney from 2009 to 2013 with an option to extend to 2014 and 2015.

The NSW contingent at RAFW ranged from well-known international labels like sass & bide, Lisa Ho and Zimmerman and rising stars like Konstantina Mittas and Karla Spetic to the latest emerging talents looking to make a splash on the world stage.

The NSW Government, through the Department of State and Regional Development (DSRD), worked with Austrade on pre-event boot camps to help build the business skills of designers so they can maximise sales opportunities during RAFW.

IMG Fashion Asia Pacific, which acquired ownership of RAFW two years ago, reported strong interest from international buyers for this year's event, with 134 registered international delegates confirmed including buyers and media representatives.

Events NSW CEO Geoff Parmenter said Sydney is now fittingly part of a grand slam of fashion weeks around the world.

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