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FOR IMMEDIATE RELEASE

Young Fashion Talent Hits The Catwalk Again in 2009!!

Apex Australia Teenage Fashion Awards are on again!!

Proudly showcasing the best of Australia's teenage fashion design talents the 2009 National Final will be held this year at the Sydney Showgrounds Badgery pavilion on October 10. 48 very excited and talented young fashion designers from all over the country, will represent their state all vying to be the champion in their category and most importantly the Young Designer of the Year.

The Apex Australia Teenage Fashion Awards (AATFA) has been an annual event for Apex Australia over the past 18 years. AATFA is a unique opportunity for students interested in the fashion or design industries to demonstrate their skill and flair through a friendly competition.

The Awards are an extraordinary co-curricular activity, which offers students the opportunity and encouragement to explore their creativity in the fields of fashion, design and textiles.

The competition comprises of four key categories:

- Casual Wear
- Evening Wear
- Fantasy/Wearable Art
- My Culture

Each category allows entrants to express themselves and provides an opportunity for entrants to develop their talent, self esteem, and to improve self-confidence.

Previous winners have gone on to great success in the Fashion Industry, including one previous participant who is now the Production Manager for exclusive women's designer, Nicola Finetti.

"We are very excited to see such amazing talents each year. As the Awards grow the calibre of garments improves every year as we see fresh new faces keen to make their mark in the industry they are so clearly passionate about." said Apex Australia's National Youth Manager, Odette Suitor last night.

This year's National Final will feature Entertainment Reporter James Tobin from Chanel Seven's sunrise program as the host. A great entertainment program is also lined up including a performance from Demi Sorono season one final four finalist from channel Ten's smash it program So You Think You Can Dance and a collection of songs from Paulini.

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