



Martin Hills, National Business Manager
Level 5, 201 Kent Street
Sydney, NSW, 2000

Ph: (02) 9253 7179
Fax: (02) 9253 7117

apexndo@apexfoundation.org.au
www.apex.org.au

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PRESS RELEASE – FOR IMMEDIATE USE

Young Australians setting the Catwalk on Fire!

Last Saturday, over 74 high school students flocked to Ballarat to compete in the state final of the Apex Australia Teenage Fashion Awards. Showing off their latest creations, the students were competing for entry into the National Finals to be held later this month in Geelong.

“The diversity of talent in these students is breath taking, you literally felt like you should have been in Paris at one of the major fashion shows” Said Odette Suitor Apex Australia’s Teenage Fashion Awards Coordinator.

Inspiration for the garments came from all corners of the earth, ranging from the ice cold climate of Antarctic right up to the humid Amazon jungle region. Paris Hilton even made a special appearance through the creations by Geelong local Carly Harman.

Some of the most noticeable garments came from the Fantasy category, with Kara Sandeman taking out the category with her vision entitled ‘Igloo’. Modelled on the traditional housing structures this garment flared out below the waist to form the shape, feel and look of an igloo. Continuing along the winter theme Hannah McMullin, achieved a second place with her creation called, ‘Winter’. This garment made from white balls with bells in them gave the unmistakable sentiment of a white Christmas.

With the competition becoming the not to miss event in the young fashion industry, it is no wonder that people like Bessie Bardot and Ant & Becks, from Sea FM drive show “The Bench Warmers”, are excited to be a part of the National Finals Event.

The awards have been running for the past 18 years within Australia and in the last few years have they been elevated to a national focus. Many previous winners of the competition have gone on to make their mark within the Australian Fashion World with the start of both exciting and prosperous career opportunities being a very real outcome from the experience for all students who compete.

“It is just such a fantastic event it has given me the confidence to not only go onto study fashion design at university, but to also start my own fashion label!” Kate Townsend, 2006 AATFA winner said.

Competitors from the Victorian state final will be showcasing their creations in a special show at Market Square in Geelong on the 6th of October, starting at 1:30 PM. This is your chance to get an insight into some of the amazing talents you will be seeing at the National Finals.

The National Finals of the Apex Australia Teenage Fashion Awards (AATFA) will be held at the Geelong Football Club on the 14th of October, tickets can be bought through Heights Sewing Centre in Geelong, and online at www.aafta.org.au

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For further information or interviews, contact Apex Australia’s National Business Manager Martin Hills 0403 522 314.



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