



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

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

nbm@apex.org.au
www.apex.org.au

The heart of a community... the hope of a nation!

PRESS RELEASE – FOR IMMEDIATE USE

AATFA Shows a Bright Future for Australian Fashion Industry

On the 14th of October, the national finals of the Apex Australia Teenage Fashion Awards (AATFA) were held in Geelong Victoria. AATFA brings together the cream of high school fashion and artistic designers from around the country. With over 600 entrants entered through State based competitions in 2007, 54 of the best made it through to the 2007 National Final, following the success of the inaugural National Final in Apex's 75th Anniversary Year in 2006.

"The talent coming from these young designers is amazing. I have even approached some designers to design outfits for myself to wear to various functions in the future" said celebrity judge, Bessie Bardot.

The real stars of the day were of course the designers. Students had spent weeks on their creations, not only designing professional garments but also constructing them to the highest industry standards. The highlight and most interesting part of the day is the Fantasy section. One garment in particular made the audience feel as if time stood still. This design was from Grace-Elly Richards in Tasmania.

Other noticeable garments came from the Formal wear section. Kiran Sooknandan won the encouragement award with his creation. The amazing garment designed and constructed by Kiran is something you would most likely find on the red carpet of the Oscars.

"I have photographed for the top designers & magazines from around the world, and if this is the standard of talent coming out of young Australians of today, then the future is very bright for the Australian Fashion Industry." said an excited Brad Hick from Six 6 Photography.

The winners of each category took home a Bernina overlocker, kindly donated by AATFA major sponsor Bernina. First runner up prize was a fashion software package donated by Fashion Matters and second runner up walked away with a new Apple iPod. Three students won both first and second prize in two different categories, those students were Dempsey Stewart, first prize in Casual wear and second in Formal wear; Saskia Baur-Schmid from Victoria, first in Formal wear and second in Fantasy wear; and Jonte Pike from Western Australia, first in Fantasy and second in Casual wear. This is a great achievement from these three girls.

Second runner up prize in each category was won by Jade Cromwell, from Tasmania, Ellie Turner, also from Tasmania, and Bianca Vo from South Australia.

The Apex Australia Teenage Fashion Awards are held every year. Plans are already in the pipeline to make this the biggest youth fashion event on the annual fashion calendar. For over 75 years Apex Australia has embraced a youth focus that continues to have a direct impact on the lives of many young Australians. Apex Australia proudly advocates many exciting programmes designed to nurture the natural talents that will guide our country into an exciting future – teenage fashion awards, driver road safety awareness and high school debating competitions to name just a few.

ENDS

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



Apex... it's another word for Aussie made volunteers!