

Debut

FASHION EXPOSED & preview

FINALISTS FOR DEBUT ANNOUNCED

Melbourne Exhibition Centre, Southbank
August 29 - 31 2010

FASHION EXPOSED's highly anticipated design awards program, **Debut**, has unveiled an extraordinary line up of finalists for the upcoming **Melbourne 2010 competition**. Covering menswear, womenswear, accessories, and footwear, **Debut** continues to provide invaluable support for independent designers and up-and-coming talent across the entire fashion spectrum.

Now entering its **10th season**, Debut has enjoyed a wonderful history as one of Australia's most effective platforms for launching new names in to this highly competitive industry.

Media coverage and a fully designed stand at Fashion Exposed the following season are just some of the fantastic prizes up for grabs for the Melbourne winner. Most importantly however, Debut designers will gain exposure among thousands of professional buyers who share an equally exciting opportunity; a unique preview of the hottest new talent that have differentiated themselves through unique design, innovation, professionalism and originality.



Debut Apparel finalist Leanne Lim

Selected by an expert panel, finalists in the apparel category are from across Australia. From Victoria, **Geoffrey Haining** explores the darker, androgynous side of humanity with his label **Francz**, while **Felix & Mabel** by **Kim Spirdonoff** presents a more feminine collection of special occasion garments. From QLD, **Janin** by **Aneta Rycombel** offers clean cut utilitarian pieces, while **Mac n' Fleur** by **Sue Lindsay** combines masculine tailoring with soft embellishments. Also from QLD, **Undral Altan** explores the 1800's and Moulin Rouge era with **Undral**. Completing the Apparel offering, self-titled designer **Leanne Lim** from WA presents a whimsical collection of fun, flirtatious, dresses and ACT designer **Eline Martinsen** showcases an array of provocative, ready-to-wear pieces in **Electric Sugar**.

Five Australian designers were selected to showcase their labels in the Accessories category. From NSW, **Charms Baltis** and **Ben Neich** present urban jewellery for both men and women with **Afterglow Jewellery**, and **Simone Madigan** showcases soft silk scarves and accessories with her label **States of Nature**. From SA, **Misstoldi** by **Giovanna Toldi** features handcrafted leather handbags, and from QLD, **Saralli Design** by **Sarah Williams** incorporates fashion forward jewellery using natural materials. Lastly, self-titled designer, **Kyoko Osata**, completes the magnificent line-up of accessories labels with her unique felted lambswool scarves.

2010 Debut Curator, Uli Hasel, describes the selection of this year's finalists as being *"Influenced by 15th Century witch trials, the Second World War, Architecture and grand spaces... A very promising new generation of DEBUT labels bringing hidden treasures, secrets and a touch of space travel."*

To register to attend the fair visit www.fashionexposed.com

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