

2018 FACE FASHION TAKES CENTRE STAGE IN MELBOURNE

Emerging designers and lovers of innovative fashion will herald the return of Face Fashion taking place 3-5 April. With 2018 marking its twelfth consecutive year, the premium fashion event provides an opportunity for emerging Australian designers to showcase their talent and gain 'edge' in the demanding fashion industry.

Face Fashion Director and industry insider, Marvin Osifo, understands firsthand what it takes to be successful in the fast-paced world of fashion. With an engrained affinity for fashion, Marvin began his career working for esteemed brands BALLY, David Jones and Emporio Armani before completing tertiary studies in business management, marketing and event management.

Through his involvement in leading events and fashion spaces, Marvin quickly observed a lack of opportunities for young up-and-coming designers.

Marvin Osifo says, "I worked within the fashion industry for many years, and the feedback I kept receiving was how hard it was to get a leg up and be seen... I wanted to create a platform for local talent because after all, they are the future of our fashion industry!"

In 2006, Marvin's dream became a reality with the launch of his passion project, Face Fashion.

"We've always received such a positive turnout and incredible feedback from each Face Fashion event... Now over a decade later, Face Fashion is considered a staple on the Australian fashion calendar and an annual celebration of the local industry.

"In 2018, Face Fashion provides a unique platform for designers to showcase their creations on the runway of a leading fashion event. The benefits of the event are far reaching and Face Fashion continues to, and always will, support local designers, labels, buyers, models, fashion lovers and industry leaders alike," says Marvin Osifo.

Marvin is constantly inspired by the creative ingenuity, commitment and astonishing talents of the emerging designers he encounters through Face Fashion, many of who go on to forge successful careers in the industry, labels such as Suzi Rose and Mox Label.

For new designers trying to break into the industry, Marvin believes that perseverance is key. Each year Face Fashion grows bigger and better than ever, and 2018 is set to be no different. The confirmed designers thus far include Skylark by Sheridan Joyce, Ivona Skelo, Marion Bleu by Melissa D'Augello and Icelynne Yeo.

Emerging designers are encouraged to submit their interest for Face Fashion by visiting www.facefashion.com.au.

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