



# FACE FASHION

## FACE FASHION MAKES MELBOURNE RUNWAY DEBUT

### MEDIA RELEASE

Young, ambitious and uninhibited: Be captivated by the next generation of Australian designers when Sydney's Face Fashion debuts their cutting-edge runway shows in Melbourne for the first time, allowing budding fashionistas the opportunity to share their designs with the city's fashion forward.

Kicking off with a series of jaw-dropping fashion shows being held on Thursday 25 and Friday 26 May at the heritage-listed 'Meat Market', Face Fashion will showcase designs from 20 up-and-coming designers from across Australia.

On Saturday 27, dazzled fashion enthusiasts will then have the chance to purchase their favourite bespoke pieces at the inaugural 'Face Fashion Market'.

Recognising the need to provide emerging fashion designers with a platform to break into the increasingly competitive industry, fashion and events aficionado Marvin Osifo, in 2006, established Face Fashion.

With the event's footings now well-established in Sydney, event director Marvin Osifo says that a move to Melbourne was a natural progression.

"Melbourne is heralded as Australia's fashion capital and we know there is a proliferation of local and national talent just waiting to be unearthed", says Marvin Osifo.

"For Melbourne fashion lovers, Face Fashion presents a rare and exciting opportunity to discover arcane trends and styling inspiration, and most importantly, incorporate that into their own wardrobes", says Osifo.

The event aims to provide young designers with the exposure, connections and experience needed to turn their passion into a fruitful career.

"As a young fashion designer, it's so hard to get a foot-in-the-door", says Face Fashion participant, Kimberley Elle.

“Face Fashion will not only provide a platform to share my designs with consumers, but the opportunity to network with brands, fellow designers and industry leaders”.

Event director Marvin Osifo’s background in fashion and events holds him in good stead to support, encourage and coordinate participants through their Face Fashion journey.

“Helping young people pave their way in what is a notoriously tough industry, is incredibly rewarding”, says Osifo.

“Face Fashion is my passion; I’ve seen first-hand how it can act as a launching pad for young designers, catapulting them into the career of their dreams”.

Interested designers can register online at [www.facefashion.com.au](http://www.facefashion.com.au).

Media are invited to attend the Face Fashion launch on Tuesday 23 May at Meat Market, 3 Blackwood Street, Melbourne.

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