

# MERCEDES AUSTRALIAN FASHION WEEK

SPRING SUMMER CIRCULAR QUAY SYDNEY AUTUMN WINTER FEDERATION SQUARE MELBOURNE



Mercedes-Benz

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## Productivity Commission Hearing, Sydney Thursday 12 June 2003 at 4.30PM

### Presenter

Simon P. Lock, Founder and CEO, Mercedes Australian Fashion Week

### Background on MAFW

Australian Fashion Innovators (AFI) is the producer and marketer of Mercedes Australian Fashion Week (MAFW). MAFW is an industry event aimed at promoting the wholesale collections of Australian designers to high-end fashion retailers and media within Australia and overseas. MAFW comprises a series of collection shows and a trade exhibition annually presenting the Spring/Summer collections in May in Sydney and Autumn/Winter collections in Melbourne in November.

Since its inception eight years ago, MAFW has significantly assisted the growth of the Australian fashion industry. By creating a very visual platform for established and emerging Australian fashion labels, the event has helped to generate industry and consumer awareness, building strong brands. More, and often larger orders from retailers obviously have the effect of increasing manufacturing requirements, while the media coverage of collection shows in magazines and fashion press helps raise consumer demand for the high-profile brands, ultimately drawing consumers in store to purchase the product four months later.

### Synopsis

- ❖ The reduction in tariffs will mean that cheaper imports will flood the Australian market and Australian consumers will opt for more established, high profile fashion brands.
- ❖ The growth and development of the Australian fashion industry is dependent on the promotion Australian fashion brands.
- ❖ Building the profile and premium value of Australian brands will result in the recommended retail price substantiating Australian labour content.

### Requirements

Increased funding is required to:

- ❖ Assist individual companies with marketing their brands overseas
- ❖ Assist export development
- ❖ Provide incentives for Australian designers to manufacture their product locally
- ❖ Support overseas buyers to attend MAFW with the aim of increasing wholesale orders for Australian designers
- ❖ Support overseas media to attend MAFW with the aim of generating media coverage and therefore help build brand awareness of designers in overseas markets

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