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Media Release: Wool to Bloom at Sheepvention

Always highly anticipated, this year's ACE Radio Fashion Parades will again be held throughout both days of Sheepvention. The parades will include garments from Australia's best designers. Garments to be featured include: Country Road, Sports Craft, MJ Bale and many more. The theme this year is Wool in Bloom and attendees can expect to see high end garments which showcase the beauty and versatility of wool. Patrons who attend Sheepvention can enjoy the parade for free on both Monday 6 and Tuesday 7 August.

The preview parade will form part of the AWI Australasian Young Designer Wool Awards to be held on Sunday evening, 5 August. Sheepvention have formed a new partnership with Australian Wool Innovation. Marius Cumming, AWI's Marketing Manager said "Australian Wool Innovation, via our marketing arm Woolmark, is very proud to support Sheepvention and in particular the Australasian Young designer Awards. It fits well with the aims of the International Woolmark Prize, the strong educational focus we have through Wool4School, Learn About Wool, Wool Appreciation Courses and the tertiary education programs that are available globally to get more young designers understanding the versatility, using more and ultimately selling our great natural fibre." Award winners will share in \$10,000 in cash prizes.

AWI designer, Clementine Hurley will co judge the awards. Clementine studied Advanced Fashion Design at The Design Studio at Ultimo TAFE. After working in design rooms for a number of Australian brands, she took this knowledge to build a career in PR and event management both in Sydney and New York City, combining fashion, beauty and music client relations. Currently employed by The Woolmark Company, Clementine engages with emerging designers via The Wool Lab consultations and manages national campaigns with leading Australian retail partners such as Westfield Australia and Country Road to support wool in the retail sector.

Sheepvention's Event Manager, Peta Anderson said "Sunday evening is will be incredibly special. Attendees will be treated to canapes by the Royal Mail's Parker Street Project along with sparkling wine plus of course the awards and fashion parade. Tickets to Sunday evening are \$25 and can be purchased at www.hamiltonshowgrounds.com.au, or at ACE Radio, Brown Street. Also, Thank you to all our sponsors who make the Fashion Parade possibly. Australian Wool Innovation and ACE Radio are our major sponsors and our supporting sponsors include; Elders, Cogger Gurry, ERA Nurseries, The Parker Street Project and ERA Nurseries".

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