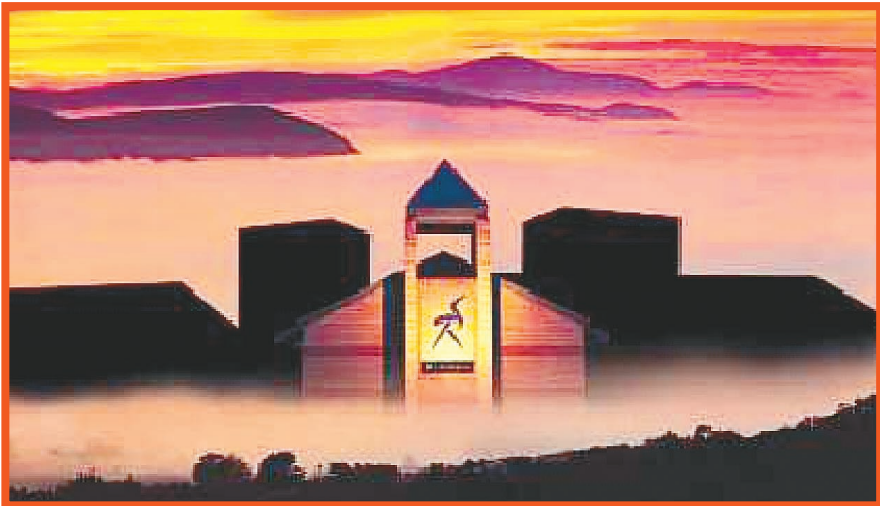


## Fashion and beauty exporters

The style and creativity of Australian designers has attracted attention from fashion houses, critics and buyers from Europe, USA and Asia. Around 60 Australian fashion labels are currently exporting, earning more than \$360 million dollars overseas each year. Australian cosmetics and accessories are also popular overseas.



Mt Romance company headquarters, Albany, WA.

**Mt Romance** has successfully introduced Australian sandalwood oil to the perfume markets of the world after five years developing and marketing the product in international perfume houses. Having established a niche in Paris, Australian sandalwood oil is now being used in many international perfume houses.

The Mt Romance company also has business relationships with the local indigenous community and its export success adds to the economy of regional Albany, WA. [www.mtromance.com.au](http://www.mtromance.com.au)

**Akira Isogawa** is one of Australia's most recognised fashion designers and an internationally recognised fashion label. After coming to Australia in 1986 from Kyoto, Japan, he decided to develop his interest in fashion design and enrolled at the East Sydney Campus TAFE.

Akira opened his first store in Woollahra, Sydney in 1993. His exporting breakthrough came in 1997 when he participated in Australian Fashion Week, gaining international recognition and his first order from England. His designs are now featured in five fashion shows in Australia and overseas each year. [www.akira.com.au](http://www.akira.com.au)



Akira Isogawa design.

**Australian Crocodile Products** designs and manufactures a range of handbags, belts, purses and other accessories under the di CROCO brand. The collection is made exclusively from farmed saltwater crocodile skins from the Northern Territory and since 1998, the business has exported more than \$500,000 of its high end accessories to the USA and Europe. [austcrocodile@bigpond.com](mailto:austcrocodile@bigpond.com)



Di CROCO handbags.

### Australian fashion exporters word search

Find and circle the names of Australian fashion exporters

K	P	X	U	Q	K	D	D	Y	I	K	C	J	L	N
J	E	N	N	Y	G	O	R	E	A	V	K	R	I	I
U	G	N	O	B	A	L	L	I	B	K	U	O	S	K
M	P	G	B	M	S	W	U	I	Z	C	K	D	A	A
Y	L	L	O	F	A	E	S	O	P	A	E	A	H	M
M	N	M	C	W	E	A	R	M	A	M	B	O	H	D
N	W	O	R	B	E	I	L	R	A	H	C	L	N	N
S	B	O	C	A	J	C	R	A	M	V	R	O	H	E
M	A	R	I	N	A	H	A	R	D	W	I	C	K	W

Alannah-Hill	Billabong	Charlie-Brown
Colorado	Cwear	Driza-Bone
Jenny-Gore	Lisa-Ho	Mambo
Marc-Jacobs	Marina-Hardwick	Rip-Curl
Seafolly	Wendy-Makin	Yakka

### Student activities

#### In pairs

- Research one of these fashion and beauty exporters.
- Develop a set of questions you could ask this person.
- Role play your interview.

### Extension

- Develop a collection of your favourite Australian designs from magazines and web sites and prepare a publicity brochure, magazine article or web site to promote these designs.