



Textiles, Clothing and Footwear

Dressed to the nines

Australian fashion is known internationally for the quality fabrics, fresh, innovative designs, and strong branding.

Australia has a reputation for quality surfwear, swimwear and lingerie, but Australian designers are also making inroads in the world's fashion centre with world-class, cost competitive designs.

Australian fashion industry

The image of Australian fashion has been boosted in recent years by the style and elegance of Australian Hollywood actors such as Nicole Kidman, Naomi Watts and Cate Blanchett. Australian fashion has a reputation for being progressive and ahead of its time. The Australian lifestyle is reflected in the freshness and originality of the colours, materials and design.

Australia boasts a large number of talented designers that are quickly gaining an international following. They can often be seen on the catwalks of New York, London, Shanghai and Paris.

Australia's key capabilities include:

- > Swim and resort wear
- > Street and urban wear
- > Surf wear
- > Children's wear
- > Lingerie
- > Evening wear
- > Accessories

Swim and surfwear

Australian swimwear and surfwear has strong international brand recognition with well established brands including Speedo, Sunseeker, Seafolly, Jets, Hot Tuna, Cheetah, Aussie Bum, Flamingo Sands, Tigerlilly, Quiksilver, Rip Curl, Billabong and Mambo.

Designer wear

Australian fashion designers include: Akira, Collette Dinnigan, Leona Edmiston, Lisa Ho, Maggie T, sass and bide, Scanlon and Theodore, Tsubi and Zimmerman. Emerging designers include Jayson Brunson, Kirrily Johnston, Cheryl Weir, Kit Willow, Toni Maticovski and Camilla and Marc.



Lingerie

Australian lingerie designs range from functional to fabulous from using natural fabrics to the luxurious. Well known underwear and lingerie brands include Bonds, Holeproof, Toni and Daff and Sabi.

Wool

Australia is the world's largest producer and exporter of wool, and nearly produces a third of the world's raw wool. China is the largest market for Australian wool, followed by Western Europe. India is a strong importer of Australian wool, using the superfine wool for clothing.

Australian companies doing business in India

> **Woolmark** **www.woolmark.com**

The Woolmark brand is a well known Australian brand synonymous with quality woollen products.

Woolmark has been in India for a number of years and through their office in New Delhi collaborate with textile processors, designers and retailers in both the apparel and interior textile sectors.

Woolmark provide quality certification through licensing and branding, expertise in textile innovation, technical research and development, quality control and inspection. They have developed links with leading Indian woollen mills and all other stake holders in the wool trade.

Key resources and links

- > **www.stylefile.com.au** – examples of Australian emerging designers
- > **www.tfia.com.au** –Textile and Fashion Industry Association
- > **www.jaa.com.au/jaa/home.php** - Jewellery Association of Australia
- > **www.craftaus.com.au** – Craft Australia

Key trade events in Australia include: *Fashion Exposed* (**www.fashionexposed.com**) and *Australian Fashion Week* (**www.afw.com.au**), both of which are held twice a year.

Australian Trade Commission services

The Australian Trade Commission (Austrade) has a network of staff across India who can assist Indian companies to identify Australian expertise and connect you with the right people to expand your business.

Utsav Australia is an Australian government program managed by Austrade to raise awareness of Australian capability in India.

If you are thinking of expanding your business and would like more information on how to do business with Australia visit the Austrade website:

www.austrade.com or email Austrade on:
utsavaustralia@austrade.gov.au

