



Andrew Stoner MP
Deputy Premier of NSW
Minister for Trade and Investment
Minister for Regional Infrastructure and Services

MEDIA RELEASE

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**NSW FASHION AMBASSADORS ANNOUNCED FOR
MERCEDES-BENZ FASHION WEEK AUSTRALIA 2013**

NSW Deputy Premier and Minister for Trade & Investment Andrew Stoner today joined the fashion industry at Carriageworks to kick-off Mercedes-Benz Fashion Week Australia and officially announce the NSW Fashion Ambassadors for 2013.

Now in its second year, the NSW Fashion Ambassador program is an exciting initiative from the NSW Government and features five leading fashion industry icons selected by the Deputy Premier to position Sydney as a global fashion and creative hub.

Mr Stoner said the 2013 NSW Fashion Ambassadors are fashion designers Kym Ellery and Anna Plunkett and Luke Sales from Romance Was Born, Lara Bingle, Russh editor Jess Blanch, and blogger Jessica Stein of Tuula.

“The NSW Government, through Destination NSW, is a major supporter of Mercedes-Benz Fashion Week Australia and the NSW fashion industry,” Mr Stoner said.

“We are proud to once again work with such fantastic local talent in promoting Sydney as Australia’s fashion capital and home of the creative industries.

“Fashion is an important industry for NSW, employing some 70,000 people across design, manufacturing, wholesaling and retailing in 2011, and generating retail sales of around \$6 billion over the same period.

“I am also pleased to announce the NSW Government has secured some of the world’s most influential fashion media to attend Mercedes-Benz Fashion Week Australia.

“Our international media guests include London-based blogger Susie Bubble, Hillary Kerr from Who, What, Wear Daily in Los Angeles, global fashion blogger Bryan Boy, street style photographer Tommy Ton, and Tokyo photographer and blogger Rei Shito.

“Our Sydney Fashion Ambassadors will ensure these international influencers in the fashion industry get to see the best of Sydney style, food, wine and culture.

“The Fashion Ambassadors will help position Sydney as a global style destination, which makes our city a more attractive choice for tourists, business migrants and investors, and international students.”

“On behalf of the NSW Government, we look forward to an exciting Mercedes-Benz Fashion Week Australia in 2013.”