



## AUSTRALIAN HIGH COMMISSION ISLAMABAD

22 February 2016

### Press Release

#### **Supporting women entrepreneurs to internationalise their fashion and textiles business**

The Australian High Commission and Australian Trade Commission (Austrade) are this week hosting an Australian fashion marketing expert in Lahore and Karachi to help women entrepreneurs learn how to internationalise their fashion and textiles business.

Heidi Phillips will share her fashion marketing, product development and design experience in workshops held by the Lahore Chambers of Commerce and Industry and Dawood Global group in Karachi. Ms Phillips will speak to young designers about Australia's fashion trends including the use of textiles, colour, garment type and style. She will focus on effective marketing strategies such as competitor research, market segmentation and establishing the target consumer. She will discuss how Pakistani women entrepreneurs can internationalise their products and use different social media and e-commerce tools to establish their brand names in international markets, including in Australia.

During her visit Ms Phillips will meet textile and fashion students at fashion institutes including the Pakistan Institute of Fashion and Design in Lahore and the Indus Valley School of Art and Architecture in Karachi where she will share training advice including on programs offered in Australian fashion institutes.

Australian High Commissioner Margaret Adamson welcomed Ms Phillips' visit noting that Australians and Pakistanis shared a passion for style and design.

“While Australia and Pakistan may have different fashion styles, your use of rich colours and patterns share a similarity with indigenous Australian Aboriginal art which is becoming increasingly common in the Australian fashion industry,” Ms Adamson said. “Australian fashion draws on our population’s rich and vibrant cultural heritage from all over the world.”

“Pakistani fashion design and textile industry are important contributors to Pakistan’s economic growth, and can promote a contemporary and vibrant image of Pakistan around the world. Through this initiative, we are pleased to support Pakistani women entrepreneurs to establish themselves in international markets, including Australia,” Ms Adamson said.

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