



Press Release

25th June 2015

Youth Talent on Show!

Australia's leading annual youth fashion festival is about to be unleashed with upcoming young designers preparing to shine on the state and national stage.

Get ready for the Apex Australia Teenage Fashion Awards (AATFA), all set to showcase some of Australia's best new talent.

On Saturday 24th October, the Whitehouse Institute of Design (Melbourne) will come alive with the most exciting event in the Australian youth scene and it is not to be missed.

AATFA is an annual student festival of fashion that attracts the best aspiring teen fashion designers from around Australia.

This year's National Final is expected to attract a huge audience with a great array of youthful stars set to compliment what many see as Australia's Fashion future!

Natalie Sady (The Bachelor 2013) will host the glittering Fashion Final, along with Miss Universe Australia entrant and former AATFA National Finalist **Montana Lower**.

AATFA volunteers are excitedly gearing up for their State finals with a first time event being held in Darwin in conjunction with NT Fashion Week. The NTeen Fashion Festival has been

established as the vehicle to take young NT fashion designers to the world, with the first step AATFA's 10th National Final!

The competition is supported by Apex Australia, who works to serve the community's greatest needs by promoting service, fellowship and community spirit.

AATFA is aimed at secondary school students throughout Australia who have the opportunity to design, manufacture and model their own garments. The young designers are encouraged to showcase their unique creative abilities, network with established designers and establish a stepping stone into the world of fashion and design.

State Finals are being conducted throughout August and September across the four key categories; casual wear, formal wear, wearable art and society & environment

The National Final will be held at the Whitehouse Institute of Design from 3:30pm on 24 October.

With amazing fashion on display and key Australian designers and celebrities attending, the 10th Apex Teen Fashion Awards is ready to go off with a bang!

- END -

For PR or media enquiries

Jeff Hardie

0409 050 547

aatfa@live.com.au