

FASHION WORKSHOP

*Where should I sell my collection?
exporting and building ranges to suit*

Courtney Miller, supported by Lydia Pearson and Gail Sorronda seek to explore the various approaches and considerations required to build fashion ranges for a specific international market. This workshop will broadly cover pricing and planning what you need before you start exporting, as well as duties, taxes and currency fluctuations. It will also explore the pros and cons of different markets, strategies to gain buyers attention, aligning brand to ideal stockists and understanding what you are willing to negotiate.

Friday, 21 April 2017

1pm - 2:30pm

The Coterie - Level 4, Z1 The Works,
34 Parer Place, Kelvin Grove

\$45 per person



**Courtney
Miller**

Courtney Miller is the International and Government Affairs Executive of the AFC. She has an undergraduate degree in International Relations, a Masters in Communications and an in-depth understanding on the nature of government and its operations as well as a passion for the creative.



**Lydia
Pearson**

Lydia Pearson was co-founder of former brand, Easton Pearson, established with a reputation for lighthearted, unconventionally decorative and trendless based concepts. They built a devoted clientele around the globe, some of which include the prestigious Browns of London, Bergdorf Goodman in New York and Lane Crawford in Hong Kong.



**Gail
Sorronda**

Gail's collections have attracted the attention of some of the fashion world's most influential people, including Dolce & Gabbana and Karl Lagerfeld. Gail is a wealth of knowledge & expertise, with multiple features in Vogue, and seven shows at Mercedes-Benz Fashion Week Australia.



Fashion Accelerator

TICKETS

gutcea.com/event