



St George &
Sutherland Shire

NORTHIES
CRONULLA HOTEL

FNW
FASHION NET@WORK

NORTHIES BEACH BAR

DESIGNER
markets

Brought to you by Northies, St George & Sutherland Shire Business Enterprise Centre (BEC)
& Fashion Net@Work

The aim:

Designer markets within the premises of Northies - Cronulla Hotel.

Markets Overview:

- The first of many Northies Beach Bar Designer Markets are to be held at Northies on Saturday December 12th and Saturday December 19th.
- Hours of operation - Set up from 10am – start 10.30am. Pack up 3.30pm leave by 4.00pm **5 hours of trading.**
- We aim to have between 20-25 stall holders with a **mix of high end (preferable Australian designed) clothing, footwear & accessories for sale** to the consumer market.
- Ideally the product will be from local fashion-savvy designers starting out in the industry, with a strong focus on innovation, creativity, sales worthy and fashion forward collections.
- By having the markets it focuses on the local designer's and gives a marketing opportunity to grow their brand within the local community.
- The customers are fashion-savvy, impulse buyers with disposal incomes that appreciate innovation and originality.
- Northies is ideally suited as a trendy destination that is fashionable and sassy both day & night.



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What we would like from the Designers:

To enable the designer markets to be successful we need to have a well balanced amount of product, therefore we will need to Vet all interested parties to ensure we have product that will complement each other and the aim of the Designer markets. To be considered as a stall holder you will need to provide us with:

- A copy of your Public Indemnity Insurance currency certificate.
- Portfolio /sample items or
- Look book and Retail prices.
- As we envisage there will be lots of interested parties, could you please also indicate your availability for these first two dates (or simply write both if you can do either date).

Please contact Fiona Rickert at Fashion Net@Work ASAP. Her address is Level 1, 29 Kiora Rd, Miranda (within the Synergy Business Centre premises), please call **02 8543 3805** or **0409 742 789** mail@fashionnetwork.com.au for more information.

Successful applicants will be advised asap.

On the day of the markets you will be responsible for:

- Set up and marketing of product on the day.
- On time set up and take down of product.
- Cash handling and own receipts.
- Customer service

Fees:

As the two December markets are a trial run, we will offer a one-off stall cost of \$100 per market per company which is non-refundable. This fee covers marketing & advertising, administration & management costs. You will be provided with a reasonable sized space to display your product and conduct business. A trestle table with white plastic table cover is also available.

If you have any further queries, please contact Fiona Rickert of Fashion Net@Work via email at mail@fashionnetwork.com.au or Maria Cook from the BEC via email at maria@becsmallbiz.com.au.