

## FASHION DESIGNER KATIE PERRY STANDS BY AUSTRALIAN MANUFACTURERS

Live the dream and support the Australian economy. That's the philosophy behind Australian fashion designer Katie Perry.

The 29 year-old who manufactures her garments from jersey fabrics knitted and dyed in Melbourne, will release her latest collection—Trust—this Spring.

Since the conception of her self-named label in 2007, Perry has been adamant in ensuring her garments are made in Australia.

“I am proud to be able to say my collection is made in Australia and the AMAG logo helps display this fact to consumers,” she says.

“It is important for consumers to realise that by supporting Australian made products you are helping the Australian industry - in my case the fashion industry,” the Sydney-based designer says.

“If consumers choose not to support Australian made collections this means fabric mills and manufacturers don't get the work; they will be forced to close down which will force designers to go offshore - so there is a ripple effect throughout the industry.”

Quality control is another important factor in her decision to manufacture on-shore, she says.

“What it means for me is that I am able to create a great team that I can visit weekly. It allows me to test the market by doing smaller runs but most important, I love that I have absolute quality control over the product.”

The upcoming collection is based on one of her label's core values – trust – she says, and targets women with a high disposable income looking for comfort, quality and style .

“The Katie Perry customer is appearance proud and wants clothing that allows her to look stylish - whether relaxing at home, going to a work conference or travelling around the world.”

She uses AMAG stickers prominently on her products' swing tags to catch shoppers' attention immediately. And with four stockists already on board, Perry aims to increase the label's presence in the retail market, as well as online.

“It's hard work but I feel really privileged I'm living my dream.”

To find out more about Katie Perry visit [www.katieperry.com.au](http://www.katieperry.com.au) or call 0430 466 990



## ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.

