



Pure Pod

Showing in the newly established eco-fashion precinct Fashion Unearthed, Pure Pod was exhibiting its trans-seasonal range of sustainable clothing. The two-year-old clothing label is run by Kelli Donovan and her partner, Sean Watson, and is based out of the north coast of NSW.

Sean Watson told AT&F that the label has been received really well, not just for the sustainable nature of the product, but also because the range is Australian-made.

"We didn't want it to be a fast fashion range – it's a sustainable, timeless range."

"The garments are not worn for just one reason," Watson said.

"Kelly, who is the designer, will add a few new items and take a few out that haven't done well each year."

Pure Pod sources fabrics made from fibres including bamboo, wool and organic cotton.

"Our wool comes from New Zealand, our Bamboo comes from China and our organic cotton was grown and sourced here in Australia, but because of the drought we have had to source that from Pakistan."

"All our garments are Australian-made and sourced from around a local area, and then we have a woven and knit manufacturer up in Brisbane," Watson added.

Mini Mermaid Clothing

A Queensland children's clothing company is carving itself a niche for those looking for garments with a difference, producing a number of one-off pieces using vintage fabrics.

Shannon Graham from Mini Mermaid Clothing said that she has always had an interest in fashion. The business came about after she wanted something a little bit different in which to dress her

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daughter a couple of years ago.

"I started making clothes for her and a lot of people commented on how she was dressed and it moved on from there," Graham said.

"The vintage fabrics are just so bright and colourful; it's nice and fun for kids. I try to use a real kaleidoscope of colours, I try not to dress her in just pink and I like to use a real variety of colours."

"Kids are such bright little personalities – it is nice to encourage that and dress them to show that brightness."

All of Mini Mermaid's clothing range is made in Australia, but Hannon tends to source her vintage fabrics from around the globe.

"I spend a lot of time on my computer, searching for these fabrics. They predominantly come from America and Canada."

"I do like to score some locally. However, with two small children it is a lot easier on the internet."

"I quite like the idea that we have with collecting fabrics locally; it is saving landfill globally not just locally," she added.

Graham was using Fashion Exposed in an attempt to gain new stockists around Australia.

"This is my first time in Melbourne, but I did my first trade show in Sydney in March at fashion exposed with a huge response."

"My aim is to create a bit of interest down here in Melbourne, from which I have had a positive response."

"Prior to this show I had picked up quite a few stockists in Victoria and NSW, and I think I will go home from this show with stockists in every state, which is great."

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