

MEDIA RELEASE**AFC UNVEILS NEW PRESENTING PARTNER
SHARK BEAUTY FOR AFC AUSTRALIAN FASHION WEEK**

6 March, 2025

Sydney, Australia: The Australian Fashion Council (AFC) is delighted to announce Shark Beauty as Presenting Partner of AFC Australian Fashion Week 2025, the nation's premier fashion event. This partnership signals a bold new era for AFC Australian Fashion Week, with Shark Beauty bringing its commitment to innovation, creativity, and self-expression to the forefront of the Australian fashion industry.

As a leader in advanced hair styling technology, Shark Beauty's partnership underscores the intrinsic connection between beauty and fashion, celebrating individuality and personal style. "We are thrilled to partner with AFC Australian Fashion Week in supporting the talented designers who are defining the future of Australian fashion and beauty. At Shark Beauty, we stand 'For All Hairkind' as we embrace the unique and diverse nature of hair in all its forms – because style has no boundaries. This partnership celebrates innovation, creativity, and the transformative power of hair as a means of self-expression." said Aby Shukla, SharkNinja, Managing Director ANZ.

"This marks a defining moment for the Australian fashion industry. With Shark Beauty as our Presenting Partner and Destination NSW's strategic support, we are reinforcing AFC Australian Fashion Week's status as an industry-first initiative, driven by both international and domestic buyers and media. These partnerships are instrumental in ensuring AFC Australian Fashion Week's success and its role in driving the industry forward, reinforcing our position on the global stage," said AFC Australian Fashion Week CEO, Kellie Hush.

AFC Australian Fashion Week is supported proudly by the NSW Government's tourism and major events agency, Destination NSW.

Minister for the Arts, Jobs and Tourism, John Graham said, "Lights, camera... sponsor! It's great to see Shark Beauty come on board as the presenting partner for Australian Fashion Week. The NSW Government is excited to see the new organisers of Australian Fashion Week deliver a refreshed event and landing commercial sponsorship is a strong vote of confidence in the future of this hugely important event."

This announcement coincides with the arrival of AFC Australian Fashion Week's reimagined brand identity, designed by Smile Agency. The design embodies a fluid brand world with an expanding runway, celebrating our evolving fashion industry and ensuring the voices of

designers, fashion and creativity are always at the heart of AFC Australian Fashion Week's mission.

Delegate Registrations Now Open

Industry professionals, buyers, media, volunteers and photographers are invited to register now for AFC Australian Fashion Week via the official [AFC Australian Fashion Week website](#). Be part of an event that connects Australian designers with global markets and provides exclusive access to runway shows, panel discussions and networking opportunities.

Follow AFC Australian Fashion Week

Industry and fashion fans (enthusiasts, devotees, supporters) can keep updated with the latest news, behind-the-scenes content, and exclusive insights by following @AFCAustralianFashionWeek on [Instagram](#), [TikTok](#), and [Facebook](#).

AFC Australian Fashion Week will take place from 12–16 May 2025 at Carriageworks in Sydney, Australia

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ABOUT THE AUSTRALIAN FASHION COUNCIL:

The Australian Fashion Council (AFC) is the not-for-profit peak body for the Australian fashion and textile industry, representing the sector for over 70 years. AFC members are Australian founded or majority owned businesses involved in producing fabric, clothing, footwear or accessories. The AFC champion and advocate for a prosperous and creative Australian fashion and textiles industry, with the purpose of building a vibrant, inclusive ecosystem for our member community through education, collaboration and innovation.

ABOUT AFC AUSTRALIAN FASHION WEEK:

AFC Australian Fashion Week, part of AFC Fashion Events—a subsidiary of the Australian Fashion Council (AFC)—marks its first year as an industry-driven event in 2025. Recognised as an important event on the arts and cultural calendar of the NSW Government, it is supported by Destination NSW. The event will showcase the best of Australian fashion talent to

domestic and international buyers to facilitate the trade and export opportunities, while fostering meaningful connections between designers, retailers, media, and industry leaders. With a focus on delivering real outcomes for the Australian fashion and textile eco-system, AFC Australian Fashion Week provides a platform to elevate local talent, drive conversations on the future of fashion, and position Australia as a global leader in fashion, creativity and innovation.

