



MEDIA RELEASE
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AFC AUSTRALIAN FASHION WEEK 2025 PRESENTED BY SHARK BEAUTY CELEBRATES AUSTRALIAN DESIGNERS

Sydney, Australia: Today AFC Australian Fashion Week 2025 (AFW) was officially launched, with a Designer Breakfast in celebration of the participating designers for 2025, held at the Art Gallery of New South Wales.

The presenting partner of AFC Australian Fashion Week 2025 is Shark Beauty and the event will take place in Sydney from 12-16th of May at Carriageworks and other iconic Sydney locations.

AFW is an event to support the growth and evolution of Australian fashion, for the first time in its history led by the industry, for the industry. Under the stewardship of the AFC and a not for profit model, the event will elevate the position of Australian design in the minds of local and international consumers and buyers, while driving economic value for fashion businesses. AFW will also position Australia as a creative and sophisticated nation, and Sydney, as an innovative center of fashion.

Participating designers for 2025 include: Aje, Alix Higgins, Bassike, Beare Park, Bianca Spender, Boteh, Buluuy Mirrii, Carla Zampatti, Farage, Gary Bigeni, Haluminous, Hansen & Gretel, Jordan Gogos, Joseph & James, Karla Spetic, Ksubi, Lee Matthews, Liandra, Macgraw, Mariam Seddiq, Miimi + Jiinda, Nagnata, Ngali, Nicol + Ford, Permanent Vacation, Romance Was Born and SIR. the label, 1800 Psycho.

Also on schedule for the first time in 2025 is the new The Frontier Group Show including designers Amy Lawrance, Courtney Zheng, Common Hours, ESSE, MATIN, Paris Georgia and Wynn Hamlyn.

“We are thrilled to come together to celebrate the designers participating in AFC Australian Fashion Week 2025. The schedule has been carefully curated to showcase the very best that Australian fashion has to offer. Our exceptional talent is in high demand both locally and abroad, highlighting the criticality of this dedicated global platform for them to shine” said Kellie Hush, CEO AFC Australian Fashion Week.

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W <https://australianfashionweek.org/> | E info@ausfashioncouncil.com
IN @afcaustralianfashionweek
ABN 40 684 602 695

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Aby Shukla, SharkNinja, Managing Director ANZ, presenting partner Shark Beauty said “Shark Beauty is thrilled to celebrate the incredible creativity and innovation of Australian designers. Our commitment to empowering individuals to be the best version of themselves aligns perfectly with the transformative energy of fashion. We are excited to support this platform that showcases bold visions and exceptional talent from across the country, and we look forward to being a part of this exciting chapter in the Australian fashion industry.”

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

Minister for Jobs and Tourism, Steve Kamper said, “The NSW Government is proud to support the revamped Australian Fashion Week which not only adds a stylish touch to Sydney's cultural scene but also sews new opportunities for our creative and retail industries by giving designers a platform to showcase their creativity to new markets. I’m delighted to see Australian Fashion Week continue in Sydney, the fashion capital of Australia, highlighting the vital role of retail tourism in the NSW visitor economy and showcasing the enduring influence of Australian fashion talent on the global stage”.

Minister for Arts John Graham, said: “The NSW Government is proud to support the fashion industry and the restyled Australian Fashion Week. I’m delighted to see Australian Fashion Week continue in Sydney, the fashion industry capital of Australia. It highlights the vital role of the creative industries in the NSW visitor economy and showcases the enduring influence of Australian fashion talent on the global stage.”

AFC Australian Fashion Week is also pleased to announce the addition of the following partners including eBay, DHL, Afterpay, Marque Lawyers, Carriageworks and Simply Seated. All partners are dedicated to the creation of a reimagined Australian Fashion Week and supporting Australian Designers.

AFW presents the Atelier powered by Splash, being the official partner with AFC allows further leveraging the wholesale expertise of the global franchise and local Splash team to deliver the commercial acumen and global wholesale network that is a renewed key focus and solidifying the designer showroom component for AFC Australian Fashion Week.

Follow AFC Australian Fashion Week

Industry and fashion fans 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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For press enquiries please contact:

Nikki Andrews

Founder & Director, NAC Media Group

nikki@nacmedia-group.com +61 412 647 980

Sophie Baker

Senior Communications Manager, NAC Media Group

sophie@nacmedia-group.com +61 421 112 491

ABOUT AFC AUSTRALIAN FASHION WEEK:

AFC Australian Fashion Week, part of AFC Fashion Events Pty Ltd—a subsidiary of the Australian Fashion Council (AFC)—2025 marks its first year as an industry-driven event. 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.

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.

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