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Hatch design incubator at Carillon City turns 1!

December 2012

Hatch, a joint venture between the Perth Fashion Festival and Hawaiian, celebrates its first birthday this month and has achieved many milestones in its short time of operating as a retail space for only WA fashion designers.

The only incubator of its kind in WA, Hatch is a fantastic opportunity to discover and nurture new fashion design talent in Perth by providing that all important retail opportunity where they can sell their ranges.

“Hatch is an ideal venture between business and emerging creative talent and we are thrilled to be involved in any project which helps to launch young designers, because they represent the future of fashion”, said Evan Briers, Director of Investment, Hawaiian.

Key milestones and successes over the past 12 months include:

- Recognised by the WA fashion industry as one of three finalists in the Best Dressed Boutique Category for the 2012 WAFAs alongside retail favourites Varga Girl and Zara Bryson. Finalists were nominated by a select group of fashion industry members who form the community 'Style Circle'. This nomination recognises Hatch for their unmatched support and championing of local design talent in fashion, the arts, and creative industries. The winner will be announced in Feb 2013.
- Mel B visited Hatch during Perth Fashion Festival Sept 2012, spending big and taking half a dozen WA designers gear with her back east. Labels she loved, some of which she has worn on X Factor, include Steph Audino, Zhivago, Empire Rose, Katherine Dunmill. Designer Steph Audino was lucky enough to meet Mel B in store.
- Hatch has played a major part in developing the careers of numerous fledgling WA labels;
 - Ange Lang, a favourite among customers seeking sophisticated and elegant eveningwear, took out the Designer for Tomorrow Award at the 2011 WA Fashion Awards and then went on to spend 3 months in New York living, working, and making inroads overseas for the label.
 - Jeremy Lim, a recent fashion graduate and resident of The Carton in 2011 was quickly snapped up by Hatch for his modern menswear designs. Jeremy was then awarded an internship at International Fashion House

Salvatore Ferragamo in Florence, Italy and has only just now returned to home soil to further his label in WA.

- Designer Sarah Watanabe of Monster Alphabets was awarded the Betts Creative Design Award for the best up-and-coming Perth label at Styleaid in July 2012.

- Since opening in Dec 2011, Hatch has hosted two in-store art exhibitions from Pippa McManus and Cherish Marrington, with the 3rd instalment Smokin' Hot Babes by Sharma Heylen-Silvia due to hit the store from Dec 13th 2012.
- Hatch raised over \$7,000 for Telethon in October at The Rob Broadfield Telethon Weekender at Cable Beach Club Resort & Spa. Eight labels donated Kimberley inspired garments to the cause (Empire Rose, Daniella Caputi, The Butcher + The Crow, Sewellery, Martini + Coz, Katherine Dunmill, Wild Horses, ARA, Lavish). Hatch showcased these items plus a number of other summer garments available in-store to guests during a decadent lunch on the beach front.
- In March 2012 the HEAVY METAL event saw Hatch raised funds for 8 different charities that are close to each participating designers heart including Redkite, Breast Cancer Care WA, Alzheimer's WA, and Oxfam. The labels involved (Zhivago, Sewellery, Bernice Sara, Catini, Raspberry & Pop, The Butcher + The Crow, Tindale, Lavish) each created a spectacular bespoke garment inspired by 'metallics' or 'precious metals' which were in turn auctioned off to the public.
- Hatch celebrated the plethora of design talent in WA during PFF in Sept when it took the current Spring Summer collections of over 25 designers stocked at Hatch to the public of Perth with two free to public runway shows at STM Fashion Central. Hatch also created a unique pop-up shop in Forrest Place which ran during PFF and had local bloggers, shoppers and interstate guests visiting Perth for PFF in a frenzy. Haley Berryman from LMFF loved everything from Zhivago in particular, and the girls from KUWAll in Melbourne couldn't get enough of Katherine Dunmill's leather neckpieces.
- WA Fashion Awards: All four finalists nominated by their industry peers in the 'Designer for Tomorrow' category for the 17th Annual WA Fashion Awards (Feb 2013) either had their beginnings or are stocked at Hatch; Tindale, Zsadar, Steph Audino, Kim Barton.
These four follow in the footsteps of last years' finalists Zhivago, Little Gracie, and Ange Lang, all of whom are also favourites at Hatch!

Hatch is located at Carillon City (Hay Street entrance)

Ends

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