

Italian Trade Commission
Sydney Office

Sector profile: FASHION AND FOOTWEAR INDUSTRY 2011

Overview

Australian fashion reflects a vibrant, creative nation, rich in colour and fresh, exuberant style. The three main settings of Australian life—the bush, the cities and the beaches—and the country's principally hot and dry climate have influenced who Australians are and therefore what they wear. Australian fashion labels are now sought after around the world.

Australia's fashion industry has grown around the relaxed, casual demeanor of the people it designs for, as well as their love of outdoors living. But it also reflects the sophisticated, cosmopolitan and multicultural nature of Australian society. Most Australians are comfortable in T-shirts and foot thongs (flip-flops) one minute and appreciative of innovative high fashion the next.

Beachwear

Australia has a long history of world-renowned swimwear manufacture. In 1928, Speedo swimwear was launched by Alexander MacRae in Sydney and the brand became world famous after Australians wore it in the 1932 Los Angeles Olympics. Australia now boasts top-of-the-line swim- and surf-wear brands such as Roxy, Billabong, Rip Curl and Seafolly.

In the bush

One-third of Australia's population live in the country—known as 'the outback' and 'the bush'—in farming and rural communities. Australian companies, such as Driza-Bone, Blundstone, RM Williams, Akubra, Di CROCO and Genuine Australian Bushwear, have developed high-quality fashion to suit this lifestyle and to withstand the harshness of the bush environment.

The Driza-Bone ('dry as a bone') coat is to Australians what the Burberry trench coat is to the English: a symbol of heritage, values and culture. The coat is the traditional Australian stockman's oilskin riding coat. The Akubra hat, too, is an Australian icon, famous for its quality and style developed over 100 years of production.

Such is the iconic status of both the oilskin riding coat and bush hats that the Sydney Olympics 2000 opening ceremony included 120 stock horse riders in this attire, and the

ceremony's 2000-piece marching band also wore the Driza-Bone and Akubra uniform. The Driza-Bone was made the official outfit for the 2007 Asia-Pacific Economic Cooperation (APEC) leaders' meeting in Sydney and visiting heads of government were also given an Akubra hat.

Urban wear and high fashion

The urban street wear and haute couture components of Australia's fashion industry are also thriving. A new generation of street wear designers takes its inspiration from Australia's surf culture, graffiti and art and has created its own unique style.

Dynamic new labels include Ksubi, based near Sydney's Bondi Beach; Sass & Bide, which has a cult following among the younger Hollywood set; and Willow, a lingerie line.

Inspired by an extraordinary range of Australian fashion textiles and cultural influences, many Australian designers have received international attention in recent years. Australian fashion creations, such as those by Wayne Cooper, Carla Zampatti, Easton Pearson, Nicola Finetti, Bettina Liano, Martin Grant, Michelle Jank and Lisa Ho, are in worldwide demand.

Internationally acclaimed Sydney designer Akira Isogawa, whose work is known for its impressive cross-cultural fusion, was honored with the inaugural Australian Fashion Laureate award in 2007, the industry's newest and highest honour. The award pays homage to outstanding creative or intellectual achievement in the Australian fashion industry.

Collette Dinnigan was the first Australian to mount a full-scale ready-to-wear parade in Paris (in 1995), at the invitation of France's Chambre Syndicale du prêt-à-porter des couturiers et créateurs de mode. Dinnigan, a regular on the international circuit since the 1990s, and with high-profile fans including Naomi Watts, Sarah O'Hare, Helena Christensen and Charlize Theron, received the Most Beautiful Exports Award in 2000, 2001 and 2004. She was chosen Australia's Designer of the Year in 1996. In March 2005 she was voted 'Best Australian Designer' by the readers of *In Style* magazine. Both Isogawa and Dinnigan regularly show their bold and playful collections at Paris Fashion Week.

The success of Australia's innovative fashion is continuing to translate into a higher demand from international audiences. Australian designs are exported to many countries, with the most popular international markets being France, Japan, the United Kingdom, the United States, Dubai and Kuwait.

As fashion has become such a successful export market for Australia, commensurate growth has occurred in employment opportunities in the fashion manufacturing industry and other fashion-oriented careers such as fashion journalism, fashion styling, make-up and hair styling, fashion photography and modeling.

Hot on the calendar

Melbourne lays claim to being Australia's fashion capital, hosting the L'Oréal Fashion Festival every March. The festival offers fashion lovers a choice of catwalk shows, parties, product launches, exhibitions and industry events that capture the glamour and creativity of Australian fashion.

Australia also hosts the biannual Rosemount Australian Fashion Week. Previously staged in Melbourne, the event was moved to Sydney's Circular Quay in 2007. It showcases more than 150 designers' spring/summer collections in May and their autumn/winter collections in October.

Rosemount Australian Fashion Week is an exclusive, industry-only event, made accessible to registered buyers, agents, media, stylists and other industry representatives. It features ready-to-wear, street wear, swimwear, men's and women's

apparel, intimate apparel, footwear and children's wear. A selection of Australia's and the Asia-Pacific's best designers present their collections to some of the world's most significant buyers, media and industry influencers.

As fashion has become such a successful export market for Australia, commensurate growth has occurred in employment opportunities in the fashion manufacturing industry and other fashion-oriented careers such as fashion journalism, fashion styling, make-up and hair styling, fashion photography and modeling.

Volume of trade import

World Trade Atlas
Australia - Imports
6101 Men'S Or Boys' Overcoats, Capes, Cloaks, Etc,Knitt
Millions of Australian Dollars
January - December

Rank	Country	2008	2009	2010	% Share			% Change	
					2008	2009	2010	- 10/09	-
0	-- World --	14,69	11,94	12,13	100	100	100	1,55	
1	China	12,28	9,41	9,59	83,58	78,81	79,08	1,91	
2	Bangladesh	0,02	0,21	0,54	0,12	1,79	4,45	152,67	
3	Vietnam	0,29	0,33	0,36	1,96	2,78	2,99	9,53	
4	India	0,06	0,19	0,29	0,43	1,6	2,35	49,1	
5	United States	0,07	0,08	0,17	0,46	0,67	1,4	113,56	
6	Pakistan	0,09	0,02	0,11	0,64	0,14	0,94	605,31	
7	United Kingdom	0,01	0,01	0,10	0,07	0,06	0,86	1365,6	
8	Italy	0,11	0,15	0,10	0,76	1,29	0,79	-37,69	
9	Indonesia	0,10	0,18	0,09	0,65	1,51	0,76	-48,87	
10	Philippines	0,12	0,23	0,09	0,81	1,92	0,73	-61,34	

Sources of data: Australian Bureau of Statistics

World Trade Atlas
Australia - Imports
6201 Men'S Or Boys' Overcoats,Capes,Wind-Ja- Ckets,Etc,
Millions of Australian Dollars
January - December

Rank	Country	2008	2009	2010	% Share			% Change	
					2008	2009	2010	- 10/09 -	-
0	-- World --	42,26	45,69	35,78	100	100	100	-21,7	
1	China	30,58	34,66	24,96	72,36	75,85	69,77	-27,98	
2	Italy	1,58	1,56	1,68	3,74	3,42	4,68	7,18	
3	Vietnam	1,13	1,72	1,22	2,67	3,76	3,41	-28,96	
4	New Zealand	1,43	1,07	0,86	3,39	2,35	2,41	-19,56	
5	Fiji	1,06	0,92	0,73	2,5	2,01	2,03	-21	
6	United Kingdom	0,69	0,45	0,59	1,63	0,99	1,65	30,87	
7	Hong Kong	0,73	0,65	0,57	1,72	1,42	1,61	-11,6	
8	Indonesia	0,34	0,46	0,54	0,79	1	1,52	19,02	
9	Thailand	0,68	0,77	0,54	1,62	1,68	1,51	-29,61	
10	India	0,27	0,33	0,35	0,65	0,73	0,97	3,56	

Sources of data: Australian Bureau of Statistics

World Trade Atlas
Australia - Imports
6401 W/P Foot, Outer Soles/Uppers Of Rbr/Plas Uppers No
Millions of Australian Dollars
January - December

Rank	Country	2008	2009	2010	% Share			% Change	
					2008	2009	2010	- 10/09	-
0	-- World --	6,91	6,79	7,47	100	100	100	10,07	
1	China	3,99	4,30	4,93	57,75	63,4	66,05	14,65	
2	Belgium	0,73	0,59	0,67	10,53	8,71	8,91	12,53	
3	Italy	0,45	0,40	0,50	6,54	5,92	6,73	25,22	
4	New Zealand	0,40	0,30	0,38	5,79	4,38	5,08	27,52	
5	South Africa	0,32	0,20	0,25	4,63	3,02	3,38	23,26	
6	Taiwan	0,19	0,17	0,15	2,69	2,44	2,07	-6,49	
7	Hungary	0,00	0,14	0,13	0	2,08	1,72	-9,4	
8	Thailand	0,18	0,10	0,12	2,55	1,53	1,58	13,72	
9	Malaysia	0,04	0,09	0,09	0,65	1,36	1,19	-3,01	
10	United States	0,03	0,09	0,08	0,51	1,34	1,07	-12,45	

Sources of data: Australian Bureau of Statistics

Volume of trade export

World Trade Atlas
Australia - Exports
6101 Men'S Or Boys' Overcoats, Capes, Cloaks, Etc,Knitt
Millions of Australian Dollars
January - December

Rank	Country	2008	2009	2010	% Share			% Change	
					2008	2009	2010	- 10/09 -	-
0	-- World --	0,97	0,83	0,84	100	100	100	0,83	
1	New Zealand	0,40	0,42	0,43	40,74	50,2	50,87	2,17	
2	Singapore	0,00	0,02	0,10	0,18	2,18	12,39	472,77	
3	Kenya	0,00	0,00	0,06	0	0	7,28	0	
4	United States	0,19	0,05	0,06	19,96	5,74	7,24	27,2	
5	Togo	0,00	0,00	0,03	0	0	3,6	0	
6	Fiji	0,01	0,02	0,02	0,78	2,65	2,96	12,46	
7	New Caledonia	0,03	0,03	0,02	3,48	4,06	2,74	-31,82	
8	Papua New Guinea	0,07	0,07	0,02	7,49	7,84	2,46	-68,36	
9	South Africa	0,00	0,00	0,01	0	0,08	1,75	2097,91	
10	United Kingdom	0,00	0,01	0,01	0,03	0,61	1,36	123,42	

Sources of data: Australian Bureau of Statistics

World Trade Atlas
Australia - Exports
6201 Men'S Or Boys' Overcoats,Capes,Wind-Ja- Ckets,Etc,
Millions of Australian Dollars
January - December

Rank	Country	2008	2009	2010	% Share			% Change
					2008	2009	2010	- 10/09 -
0	-- World --	2,66	1,26	1,68	100	100	100	33,29
1	New Zealand	1,41	0,84	1,22	53,13	66,62	72,82	45,69
2	Singapore	0,04	0,09	0,09	1,67	7,51	5,07	-9,95
3	Papua New Guinea	0,39	0,11	0,08	14,83	8,41	5,03	-20,31
4	United States	0,10	0,00	0,06	3,88	0,09	3,61	5343,67
5	Hong Kong	0,04	0,01	0,04	1,35	0,6	2,24	398,37
6	Germany	0,01	0,01	0,03	0,21	0,85	1,78	179,89
7	New Caledonia	0,08	0,03	0,02	3,04	2,11	1,41	-10,7
8	Mauritania	0,00	0,00	0,02	0	0,37	1,4	410,35
9	Canada	0,01	0,01	0,02	0,46	0,52	1,38	254,52
10	Ships & Aircraft Stores	0,02	0,02	0,01	0,57	1,32	0,66	-33,32
15	Italy	0	0,00	0,00	0	0,17	0,28	125,08

Sources of data: Australian Bureau of Statistics

World Trade Atlas
Australia - Exports
6401 W/P Foot, Outer Soles/Uppers Of Rbr/Plas Uppers No
Millions of Australian Dollars
January - December

Rank	Country	2008	2009	2010	% Share			% Change	
					2008	2009	2010	- 10/09 -	-
0	-- World --	1,37	1,51	2,60	100	100	100	72,06	
1	Papua New Guinea	0,40	0,59	1,30	29,34	38,88	49,92	120,95	
2	New Zealand	0,22	0,29	0,65	15,87	19,45	25,23	123,23	
3	Sweden	0,01	0,01	0,11	0,47	0,4	4,34	1783,07	
4	Cameroon	0,00	0,00	0,09	0	0	3,61	0	
5	Tanzania	0,15	0,14	0,07	11,09	9,03	2,66	-49,34	
6	Denmark	0,07	0,08	0,07	4,89	5,08	2,57	-13,11	
7	Kenya	0,09	0,00	0,04	6,91	0	1,69	0	
8	Fiji	0,01	0,02	0,04	0,44	1,21	1,59	127,18	
9	South Africa	0,00	0,04	0,04	0,08	2,84	1,51	-8,43	
10	Qatar	0,00	0,00	0,03	0	0	1,34	0	
18	Italy	0,00	0,00	0,01	0	0	0,21	0	

Sources of data: Australian Bureau of Statistics

Volume of trade with Italy - import

World Trade Atlas Australia - Imports from Italy Millions of Australian Dollars January - December

HS	Description	2008	2009	2010	% Share			% Change	
					2008	2009	2010	- 10/09	-
	Italy	5334,4	4888,2	4892,8	2,36	2,44	2,33	-	0,09
	61 Articles Of Apparel And Clothing	26,42	25,69	25,49	0,5	0,53	0,52		-0,81
6101	Men'S Or Boys' Overcoats, Capes, Cloaks, Etc,Knitt	0,11	0,15	0,10	0,42	0,6	0,38		-37,69
6102	Women'S Or Girls' Overcoats,Capes,Cloaks, Etc,Knit	0,49	0,35	0,47	1,87	1,38	1,83		31,61
6103	Men'S Or Boys' Suits,Jackets,Trousers, Shorts,Etc,	1,43	1,29	2,01	5,43	5,04	7,87		54,99
6104	Women'S Or Girls' Suits,Dresses,Skirts, Shorts,Etc	2,96	2,62	3,28	11,2	10,19	12,9		25,24
6105	Men'S Or Boys' Shirts, Knitted Or Crocheted Women'S Or Girls' Blouses, Shirts And Shirt-	0,94	0,84	0,89	3,55	3,28	3,48		5,41
6106	Blouse	0,87	0,83	0,88	3,31	3,22	3,46		6,56
6107	Men'S Or Boys' Underpants,Nightshirts, Pyjamas,Bat	0,12	0,10	0,03	0,46	0,4	0,13		-68,59
6108	Women'S Or Girls' Slips,Panties,Pyjamas, Bathrobes	0,95	0,69	0,56	3,58	2,7	2,2		-19,1
6109	T-Shirts, Singlets And Other Vests, Knitted Or Cro	3,14	2,77	2,69	11,9	10,77	10,5		-2,91
6110	Jerseys, Pullovers, Cardigans, Waistcoats, Etc, Kn Babies' Garments And Clothing Accesso- Ries,	8,00	6,71	6,76	30,3	26,12	26,5		0,78
6111	Knitt	0,08	0,07	0,07	0,29	0,29	0,27		-5,13
6112	Track Suits, Ski Suits And Swimwear, Knitted Or Cr Garments, Made Up Of Knitted Or Crochet- Ed	0,36	0,26	0,21	1,37	1,01	0,82		-19,32
6113	Fabric	0,03	0,05	0,05	0,1	0,19	0,18		-4,69
6114	Garments, Knitted Or Crocheted, Nes Panty Hose,Tights,Stockings,O Hosiery,Incl	0,64	0,62	0,62	2,43	2,42	2,42		-1,02
6115	Graduat	5,38	7,26	6,08	20,4	28,27	23,9		-16,31
6116	Gloves, Mittens And Mitts, Knitted Or Crocheted Clothing Access,Nes,Knitted/Crocheted; Parts Of	0,10	0,13	0,13	0,36	0,49	0,52		5,48
6117	Ga	0,82	0,94	0,68	3,1	3,66	2,66		-27,92

Sources of data: Australian Bureau of Statistics

World Trade Atlas
Australia - Imports from Italy
Millions of Australian Dollars
January – December

HS	Description	2008	2009	2010	% Share			% Change
					2008	2009	2010	- 10/09
	Italy	5334,44	4888,23	4892,79	2,36	2,44	2,33	0,09
	62 Articles Of Apparel And Clothing	73,01	62,16	58,17	1,37	1,27	1,19	-6,43
6201	Men'S Or Boys' Overcoats,Capes,Wind-Jackets,Etc,	1,58	1,56	1,68	2,17	2,52	2,88	7,18
6202	Women'S Or Girls' Overcoats,Capes,Wind-Jackets,Et	1,77	1,47	1,59	2,42	2,36	2,74	8,63
6203	Men'S Or Boys' Suits,Jackets,Trousers, Shorts,Etc,	22,43	17,65	18,30	30,7	28,4	31,5	3,72
6204	Women'S Or Girls' Suits,Jackets,Dresses, Skirts,Sh	20,97	16,66	15,81	28,7	26,8	27,2	-5,09
6205	Men'S Or Boys' Shirts, Not Knitted Or Crocheted	5,12	5,07	4,36	7,02	8,15	7,5	-13,86
6206	Women'S Or Girls' Blouses, Shirts And Shirt-Blouse	3,45	3,02	2,59	4,72	4,86	4,46	-14,06
6207	Men'S Or Boys' Singlets,Briefs,Night- Shirts,Pyjam	0,04	0,04	0,04	0,05	0,07	0,08	3,68
6208	Women'S Or Girls' Singlets,Slips,Briefs, Pyjamas,B	0,54	0,34	0,35	0,74	0,55	0,59	0,29
6209	Babies' Garments And Clothing Accesso- Ries, Not K	0,06	0,06	0,04	0,08	0,1	0,07	-32,52
6210	Garments Made Up Of Fabrics Of Headings 56.02, 56.	0,16	0,12	0,05	0,22	0,19	0,09	-57,63
6211	Track Suits, Ski Suits And Swimwear; Other Garment	1,36	1,06	0,88	1,86	1,71	1,51	-17,45
6212	Brassieres,Girdles,Corsets,Braces,Sus- Penders,Etc	0,43	0,29	0,25	0,6	0,47	0,43	-14,62
6213	Handkerchiefs, Not Knitted Or Crocheted	0,11	0,06	0,08	0,15	0,1	0,15	39,86
6214	Shawls, Scarves, Mufflers, Mantillas, Veils And Th	5,37	6,76	5,85	7,36	10,9	10,1	-13,4
6215	Ties, Bow Ties And Cravats, Not Knitted Or Crochet	8,82	7,48	5,69	12,1	12	9,79	-23,85
6216	Gloves, Mittens And Mitts, Not Knitted Or Crochete	0,31	0,15	0,15	0,43	0,25	0,26	-1,42
6217	Clothing Accessories,Nes; Parts Of Gar- Ments/Acce	0,49	0,36	0,43	0,67	0,58	0,74	18,34

Sources of data: Australian Bureau of Statistics

World Trade Atlas
Australia - Exports to Italy
Millions of Australian Dollars
January - December

HS	Description	2008	2009	2010	% Share			% Change	
					2008	2009	2010	- 10/09	-
	Italy	1687,78	1012,34	1134,53	0,76	0,52	0,49	12,07	
	64 Footwear, Gaiters And The Like;	0,20	0,24	1,66	0,01	0,02	0,15	589,91	
	W/P Foot, Outer Soles/Uppers Of Rbr/Plas Uppers								
6401	No	0	0	0,01	0	0	0,33	0	
	Footwear Nes, With Outer Soles And Uppers Of								
6402	Rubbe	0,02	0,03	0,08	11,1	12	4,94	183,76	
6403	Footwear With Outer Soles Of Rbr, Plas, Leathr Or	0,05	0,02	1,35	22,8	7,91	81,7	7032,81	
6404	Footwear, Outer Soles Of Rbr, Plastics, Leathr Or	0,08	0,05	0,10	38,4	21,59	5,9	88,64	
6405	Footwear, Nes	0,05	0,14	0,12	27,7	57,23	7,09	-14,48	
6406	Parts Of Footwear; Romovable In-Soles, Heel Cushio	0	0,00	0	0	1,27	0	-100	

Sources of data: Australian Bureau of Statistics

Volume of trade with Italy – export

World Trade Atlas
Australia - Exports to Italy
Millions of Australian Dollars
January - December

HS	Description	2008	2009	2010	% Share			% Change
					2008	2009	2010	- 10/09 -
	Italy	1687,78	1012,34	1134,53	0,76	0,52	0,49	12,07
	61 Articles Of Apparel And Clothing	0,36	0,17	0,24	0,02	0,02	0,02	45,09
6102	Women'S Or Girls' Overcoats,Capes,Cloaks, Etc,Knit	0,00	0,00	0,00	0	0,14	1,9	1827,64
6103	Men'S Or Boys' Suits,Jackets,Trousers, Shorts,Etc,	0,00	0,00	0,00	0,68	0	0,4	0
6104	Women'S Or Girls' Suits,Dresses,Skirts, Shorts,Etc	0,03	0,07	0,06	7,93	43,22	24,8	-16,85
6105	Men'S Or Boys' Shirts, Knitted Or Crocheted Women'S Or Girls' Blouses, Shirts And Shirt-	0,00	0,00	0,00	0,08	1,39	0	-100
6106	Blouse	0,00	0,00	0,00	0	0,36	0,94	276,38
6107	Men'S Or Boys' Underpants,Nightshirts, Pyjamas,Bat	0,00	0,00	0,00	1,12	0,41	0	-100
6108	Women'S Or Girls' Slips,Panties,Pyjamas, Bathrobes	0,00	0,00	0,00	0,38	0	0	0
6109	T-Shirts, Singlets And Other Vests, Knitted Or Cro	0,17	0,00	0,03	47,1	2,16	13,6	813,26
6110	Jerseys, Pullovers, Cardigans, Waistcoats, Etc, Kn	0,02	0,01	0,00	6,5	7,05	1,39	-71,42
6112	Track Suits, Ski Suits And Swimwear, Knitted Or Cr Garments, Made Up Of Knitted Or Crochet- Ed	0,00	0,03	0,00	0,94	16,53	0	-100
6113	Fabric	0,00	0,00	0,08	0	0	33,3	0
6114	Garments, Knitted Or Crocheted, Nes Panty Hose,Tights,Stockings,O Hosiery,Incl	0,11	0,02	0,06	30	14,71	23,7	133,75
6115	Graduat	0,01	0,00	0,00	3,34	0,03	0	-100
6116	Gloves, Mittens And Mitts, Knitted Or Crocheted Clothing Access,Nes,Knitted/Crocheted; Parts Of	0,00	0,02	0,00	0	12,7	0	-100
6117	Ga	0,01	0,00	0,00	1,92	1,32	0,04	-95,43

Sources of data: Australian Bureau of Statistics

World Trade Atlas
Australia - Exports to Italy
Millions of Australian Dollars
January - December

HS	Description	2008	2009	2010	% Share			% Change
					2008	2009	2010	- 10/09
	Italy	1687,78	1012,34	1134,53	0,76	0,52	0,49	12,07
	62 Articles Of Apparel And Clothing	0,60	0,38	0,26	0,04	0,04	0,02	-30,86
6201	Men'S Or Boys' Overcoats,Capes,Wind-Jackets,Etc,	0,00	0,00	0,00	0	0,56	1,81	125,08
6202	Women'S Or Girls' Overcoats,Capes,Wind-Jackets,Et	0,01	0,00	0,02	1,05	0,18	5,94	2237,02
6203	Men'S Or Boys' Suits,Jackets,Trousers, Shorts,Etc,	0,05	0,02	0,01	8,55	4,98	2,18	-69,74
6204	Women'S Or Girls' Suits,Jackets,Dresses, Skirts,Sh	0,40	0,28	0,18	66,6	73,49	67,7	-36,29
6205	Men'S Or Boys' Shirts, Not Knitted Or Crocheted	0,02	0,00	0,01	3,07	1,32	5,52	189,08
6206	Women'S Or Girls' Blouses, Shirts And Shirt-Blouse	0,03	0,03	0,00	4,7	7,15	0,68	-93,42
6208	Women'S Or Girls' Singlets,Slips,Briefs, Pyjamas,Babies' Garments And Clothing Accesso- Ries, Not	0,03	0,01	0,01	5,41	2,33	5,38	59,58
6209	K Garments Made Up Of Fabrics Of Headings 56.02, 56.	0,00	0,00	0,00	0,04	0	0	0
6210	Track Suits, Ski Suits And Swimwear; Other	0,00	0,00	0,01	0,63	0	3,71	0
6211	Garment Brassieres,Girdles,Corsets,Braces,Suspenders,Etc	0,02	0,02	0,01	3,91	4,83	5,31	-23,99
6212	Handkerchiefs, Not Knitted Or Crocheted	0,01	0,00	0,00	0,87	0,04	0	-100
6213	Shawls, Scarves, Mufflers, Mantillas, Veils And Th	0,00	0,00	0,00	0,18	0	0	0
6214	Ties, Bow Ties And Cravats, Not Knitted Or Crochet	0,01	0,00	0,00	0,91	0,04	0,06	9,53
6215	Gloves, Mittens And Mitts, Not Knitted Or Crochete	0,02	0,00	0,00	3,76	0,02	0	-100
6216	Clothing Accessories,Nes; Parts Of Gar-	0,00	0,00	0,00	0,31	0,01	1,13	6223,03
6217	Ments/Acce	0,00	0,02	0,00	0	5,07	0,56	-92,38

Sources of data: Australian Bureau of Statistics

World Trade Atlas
Australia - Imports from Italy
Millions of Australian Dollars
January - December

HS	Description	2008	2009	2010	% Share			% Change
					2008	2009	2010	- 10/09
	Italy	5334,44	4888,23	4892,79	2,36	2,44	2,33	0,09
	64 Footwear, Gaiters And The Like;	87,12	81,40	76,63	1,63	1,67	1,57	-5,86
	W/P Foot, Outer Soles/Uppers Of Rbr/Plas Uppers							
6401	No	0,45	0,40	0,50	0,52	0,49	0,66	25,22
	Footwear Nes, With Outer Soles And Uppers Of							
6402	Rubbe	2,47	2,05	2,24	2,84	2,52	2,92	9,34
6403	Footwear With Outer Soles Of Rbr, Plas, Leathr Or	76,38	70,61	66,34	87,7	86,74	86,6	-6,04
6404	Footwear, Outer Soles Of Rbr, Plastics, Leathr Or	5,32	5,38	5,26	6,11	6,61	6,87	-2,11
6405	Footwear, Nes	2,00	2,43	1,86	2,3	2,98	2,43	-23,26
	Parts Of Footwear; Romovable In-Soles, Heel							
6406	Cushio	0,49	0,54	0,42	0,56	0,66	0,55	-21,74

Sources of data: Australian Bureau of Statistics

Government policies & information

The government will drive innovation and renewal in the Australian textiles, clothing and footwear (TCF) by investing \$401.0 million in a retargeted TCF package from 2009-10 to 2015-16.

The package recognises the importance of the TCF industries, which employ over 45,000 Australians and underpin regional economies around the country. It aims to make the TCF sector stronger and more sustainable by supporting the development of new products and processes, especially at the high tech, high value end of the market

As part of the programme, in July 2009 the Hon Kim Carr announced a \$ 2.6M to assist textile, clothing and footwear innovation as part of the TCF (Textile, Clothing and Footwear) Small Business Program which is providing \$25 million in grants over 10 years to Australian's small designers and manufactures.

The aim is to assist small enterprises to become more innovative as the future of Australia's TCF industry lies in becoming more agile, innovative and entrepreneurial.

For information: www.ausIndustry.gov.au

Duties, customs & quarantine

All exporters to Australia must comply with certain requirements, including customs, quarantine and labelling.

General information can be obtained from the website of the Australian Government/Australian **Quarantine and Inspection Service:** www.daff.gov.au

(For more detailed and specific information please contact ICE.)

Industrial associations

Australian Fashion Council

www.australianfashioncouncil.com

The Australian Fashion Council (AFC) is an initiative of the Council of Textiles and Fashion Industries Australia (TFIA), the peak employer body for the Australian textile, clothing and footwear industry. The AFC is Australia's principle representative organization for the Australian fashion industry, providing a central hub of information, advice and assistance for fashion designers, retailers, service providers, manufacturers, students and government agencies alike.

Council of Textile & fashion Industries of Australia Limited

www.tfia.com.au

The Council of Textile & Fashion Industries of Australia limited is a representative body of Australia textile, clothing, footwear and fashion industries. The TFIA's mission statement is to provide leadership and membership services to assist excellence and innovation in local and international textile, clothing and footwear markets.

Trade fairs

L'Oréal Melbourne Fashion Festival

www.lmff.com.au

Rosemount Australian Fashion Week

www.afw.com.au

Bags & Accessories Fair

www.lbafair.com.au

Fashion Exposed & Preview

www.fashionexposed.com

Australian Shoe Fair

www.australianshoe fair.com

Magazines & reviews

Vogue

www.vogue.com

Marie Claire

www.marieclaire.com

Bazaar

www.harpersbazaar.com

Elle

www.elle.com

Fashion

www.fashionmagazine.com

Vanity Fair

www.vanityfair.com

List of local importers

A detailed list of local importers and dealers called “lista nominativi a maggio dettaglio” can be requested from the ICE Sydney Office at a cost of EURO 130,00.

For all services please see www.ice.it

Trade analyst: Loredana Di Nunzio-Horlor