



*NEW TO WHOLESALÉ?
CONSIDERING EXHIBITING
AT LIFE INSTYLE? OR
JUST WANT TO MAKE SURE
YOU'RE ON THE RIGHT
TRACK?*

THE EXPERTS



TRACIE ELLIS
AURA BY TRACIE ELLIS



JENNA SPENCE
MISTER MOSS



CHARLES NG
ORBITKEY



ELAD ADMON
HUXBABY



28 MAY 2015



KYLIE LEWIS
OF KIN



JESS BELLEF
TEMPLE & WEBSTER



SHARON GIVONI
IP LAWYER & AUTHOR



GENTY MARSHALL
NEW BLACK GLOBAL TRENDS

As Australia's premier boutique retail trade event, our focus is on nurturing up and coming Australian talent and we've been lucky enough to provide the launch pad for many of Australia's most popular designer brands on the market. However we know it's not easy taking those steps to get your brand out there and it can be daunting taking the plunge into the world of wholesale. So, we wanted to do something about it...

Back by popular demand after sell-out sessions in both Melbourne and Sydney in 2014, Life Instyle presents its third edition of **Training Wheels**, an inspiring and interactive one-day workshop to prepare designers and start-ups for the launch of their brand at Life Instyle, and fundamentally taking their business to the next level in wholesale.

Featuring a stellar line-up of some of the most innovative industry experts, brand visionaries and retail aficionados, **Training Wheels** presents an intimate opportunity to learn from the best the industry offers in lifestyle & retail brand building.

Open to everyone from current exhibitors, first time exhibitors or those simply considering taking the plunge in the future, **the workshop will include sessions on;**

- The nuts and bolts of exhibiting
- A panel of current exhibitors sharing their Life Instyle experiences
- The retailers point of view
- Merchandising & stand design
- Social media marketing
- Copyright and IP law for creatives

See the full program at www.lifeinstyle.com.au/trainingwheels

life
in style.



BURSARIA

THURSDAY 28 MAY 2015

THE ESTABLISHMENT STUDIOS, PRAHRAN
9.00AM - 4.30PM

CATERING BY BURSARIA

\$75 FOR EXHIBITORS // \$125 ALL OTHERS

TO BOOK, EMAIL [INFO@LIFEINSTYLE.COM.AU](mailto:info@lifeinstyle.com.au) OR FOR MORE
INFORMATION VISIT LIFEINSTYLE.COM.AU