

RAFW format leads to more personal Pizzuto event

The new format for Rosemount Australian Fashion Week's autumn/winter schedule has been credited with helping designer, Suzie Vella, to create a more intimate event for her customers at the Piano Room at Kings Cross in Sydney.

Vella said the decision taken by IMG Fashion not to operate from a centralised venue had worked well for her Pizzuto label.

"Having a show offsite was a bonus," she said.

"We were able to create a more intimate event for our customers, which had a personalised feel to it."

Vella said she would participate at the event again next year, but said she was convinced that the new format meant designers had to work harder to reap results.

"I've been in the industry for 10 years and I know nothing is handed to you on a platter," she said.

But Vella stressed that designers need to be at such events to attract attention.

"At the end of the day, the results are up to you," she said.

"Without a doubt, I'd do it again."

Vella was successful at attracting her existing buyers from Sydney to the show, and received additional interest from other retailers by emailing them catwalk images after the event.

The Pizzuto label is aimed at a more mature woman, which Vella attempted to reflect in the models she selected for the event.

"We wanted to go a bit older and tried to find models who did not look 16 or 17," she said.

"We wanted fuller models who looked 25 to 35. The range was demure, classic in cut but with a stand-out factor with fabric and prints."

Vella believes that this more mature market has greater dispensable income to spend on their wardrobe.

However, she stressed that styling options for garments ensured they could be worn by a variety of age groups.



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