

## MEDIA RELEASE

### FOR IMMEDIATE USE

Date: September 14<sup>th</sup>, 2009

## Ready, steady... Sew!

### *Embrace your domestic goddess and enter The Great Apron Challenge*

With the current financial crisis and environmental concerns, people everywhere are swapping mass consumerism for a simpler way of life. Yearning for unique, one-of-a-kind, vintage or retro pieces, people are embracing craft in its many forms. Inspired by the revival of domestic crafts, **CraftExpo** is hosting the **Great Apron Challenge** for the first time in Melbourne, **October 8<sup>th</sup> – 11<sup>th</sup> at the Royal Exhibition Building**.

With everything vintage or retro-inspired deemed 'oh so trendy' at the moment, aprons are back in a big way. Embroidered, lacy, patched, pleated, buttoned and beaded, they're coming out of the kitchen drawer, flirting with fashion and making it easy to channel all those inner domestic goddesses. **The Great Apron Challenge is open to all who dare to make an apron in one hour!** Buy an apron base for just \$5, with all materials and products supplied by exhibitors, you'll have one hour in the 'Sew & Show Room' to whip-up your apron with sewing machines supplied by Bernina before parading it on the catwalk in front of a panel of judges.

Expertise Events Craft Consultant, Judy Newman believes that the recession is inspiring creativity that will see the Great Apron Challenge produce some truly unique creations. She explains, "The economic downturn, in conjunction with increased environmental awareness PLUS a backlash against poor quality mass produced consumer goods has resulted in people turning to craft more than ever. Craft satisfies a creative urge, produces handmade, quality goods and gives people the opportunity to invest love and care into creating items to wear and put in their homes. It also allows an opportunity to save money while creating unique fashions and homewares".

Competitors and visitors to CraftExpo can also draw inspiration from a stunning display of aprons created by crafty exhibitors including one styled in acetate and metal rings inspired by the famed American Express dress worn by Lizzy Gardiner at the 67<sup>th</sup> Annual Academy Awards.

The Great Apron Challenge will take place four times daily – 10:30am, 12 noon, 1:30pm and 3pm, with prizes awarded at each session. Announced on Sunday, October 11th, 2009, the overall winner will walk away with a brand new Bernina sewing machine. So, if you have ever wondered what it's like to be a part of a challenge like Project Runway, then this is your big chance.



**Where & When:** CraftExpo  
Royal Exhibition Building, Carlton  
October 8-11, 2009

**Open:** 10.00am – 4.30pm daily

**Tickets:** Adults: \$15, Seniors/Pensioners: \$13, Children (5-16yrs): \$7,  
Children (under 5yrs): FREE, Family (2A + 2C): \$35. Free tote bag  
valued at \$5 at the door, while stocks last.  
Tickets available at the door or online at [www.craftexpo.net.au](http://www.craftexpo.net.au)

**Groups:** Advanced Purchase tickets are available for groups of a  
minimum of 10 people at a discounted rate. To arrange a group  
call (02) 9452 7575.

**Information:** Visit [www.craftexpo.net.au](http://www.craftexpo.net.au) or call 02 9452 7575.

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