



IMG ANNOUNCES AFTERPAY AS NEW TITLE SPONSOR OF AUSTRALIAN FASHION WEEK

Afterpay Australian Fashion Week will waive 2021 participating designer and industry delegate fees in response to COVID-19 impact on the fashion industry

SYDNEY, 16 October 2020 – IMG today announced Afterpay as the new title sponsor of Australian Fashion Week. The debut *Afterpay Australian Fashion Week* (AAFW) is scheduled to take place from 31 May-4 June 2021 at Carriageworks and other select venues throughout Sydney, where designers will unveil their Resort 2022 collections.

Recognising the tremendous challenges faced by Australian designers and the broader fashion industry due to the COVID-19 pandemic, IMG's new partnership with Afterpay will support and champion Australian fashion's future. Designer participation fees will be waived in 2021, and designers will now be invited to show on the official AAFW schedule. Industry delegates, inclusive of global media and stockists, will also have their AAFW registration and attendance fees waived in 2021.

"Over the past 25 years, Australian Fashion Week has established itself as one of the world's most innovative fashion showcases, right here in Sydney. Now more than ever, we recognise the need to come together to ensure the Australian fashion industry will continue to thrive for decades to come," said Natalie Xenita, Executive Director of IMG's fashion events group, Asia-Pacific region.

"We are thrilled to partner with Afterpay in shaping this beloved event's next chapter, and we are confident in a bright future ahead for Australian fashion. Together, IMG and Afterpay are proud to invest in Australian designers to ensure their continued economic success and celebrate the cultural power of Australian creative talent," Xenita continued.

Nick Molnar, Co-Founder Afterpay noted, "Since our inception, Afterpay has had an unwavering commitment to helping Australian brands and designers prosper both in Australia and on the international stage. Our support of Australian Fashion Week, particularly at this time, is just one way we can ensure the sustainability and success of an industry of which we have grown up in.

We look forward to working with the team at IMG on how we can further evolve Australian Fashion Week, to ensure local designers, established as well as new and emerging talent, have every opportunity to prosper."

As the pinnacle event on the Australian fashion calendar, Australian Fashion Week provides Australian designers with a global platform to connect with the world's leading stockists and media. By introducing new technologies and fresh show formats, AAFW will marry live and digital activation environments to offer a dynamic experience in 2021. Additionally, consumers will be able to access select shows and VIP packages via *Afterpay Australian Fashion Week: The Experience*. All events and programming will be planned and executed to the highest standard of caution and in accordance with all government and health official guidelines.

Effective immediately, Afterpay holds the naming rights to Australian Fashion Week, following a long-term partnership with Mercedes-Benz Australia. As the new title sponsor of Australian Fashion Week, Afterpay will take steps to ensure Australian fashion's continued growth and economic impact, partnering with IMG to define the future of Australia's premier fashion event. Underpinned by a



commitment to accessibility, diversity and inclusion and sustainability, AAFW will work to ensure that Australian fashion continues to thrive in a new era.

AAFW is an IMG event supported by Destination NSW, the NSW Government's tourism and major events agency. Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres said major events would play a critical role in rebooting the visitor economy and NSW's broader COVID-19 recovery strategy.

"Australian Fashion Week – like Sydney – is iconic, and it will be fantastic to gather industry leaders at Carriageworks again next year for the country's foremost fashion event. This event reinforces Sydney's reputation as a premier travel and lifestyle destination by profiling many of the city's stunning locations, by hosting designers and industry from NSW and beyond, and by bringing the city to life throughout the event. It's great to see Sydney get back on track in a COVID-safe environment, and ready to press ahead with event planning for next year," stated Ayres.

In addition to Afterpay and Destination NSW, AAFW is made possible through the support of City of Sydney, ghd hair, San Pellegrino, Tempus Two, Napoleon Perdis, Hunter Lab, GlamCorner and Disaronno.

The digital home for AAFW is www.australianfashionweek.com and @AusFashionWeek across Instagram and Facebook, and @AUSFW on Twitter, where fans may follow along through the official event hashtag, #AUSFW. More information regarding Afterpay's investment in fashion and its future may also be found at www.afterpay.com/en-AU/afterpay-australian-fashion-week.

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ABOUT IMG

IMG is a global leader in sports, fashion, events and media. The company manages some of the world's greatest athletes and fashion icons; owns and operates hundreds of live events annually; and is a leading independent producer and distributor of sports and entertainment media. IMG also specialises in licensing, sports training and league development. IMG is a subsidiary of Endeavor, a global entertainment, sports and content company.

ABOUT Afterpay

Afterpay is an international payments platform, built to enable financial wellness for the next generation of shoppers. Customers receive products immediately, whilst paying in four interest-free instalments. With no credit checks, no interest, and no catch, Afterpay empowers customers to pay in a financially sustainable way.

Afterpay is currently offered by 55,000+ of the world's best retailers and has 10 million+ active customers globally. The service is currently available in Australia, New Zealand, North America, and the United Kingdom where it is called Clearpay.

Press Contacts:

Nikki Andrews

NAC Media Group

Nikki@nacmedia-group.com



Anastasia Rose
NAC Media Group
Ana@nacmedia-group.com

Anleigh Scholtes
IMG Communications
ansleigh.scholtes@img.com

Jannon McCabe
IMG Communications
jannon.mccabe@img.com