

lucy laurita

June 16, 2020

Proudly Australian Made – What does it actually mean?

Now is the time for Federal & State Governments to invest in our Artisans to create positive shifts for the future of Australian Made Fashion.

Show Australians and the world how they can safely buy Australian Boutique Fashion.

As a boutique designer for over 20 years, my focus is on small independent business.

I am the 'creative', making a living doing what I love, raising my family & making a positive impact on others with my voluntary work in humanitarian advocacy.

There are thousands of people just like me in Australia, running a small business with limited resources, forced to buy all materials produced in other parts of the world, to then cut and manufacture from our Australian studio's and state 'Made In Australia'

The big issue is fabrics & trims.

Without fabric we can't create the garment, fabric being one of our most needed commodities globally and yet one of our most toxic. Chemicals frequently used to make our clothes contain toxins, carcinogens, and hormone disruptors.

The fact is we cannot trace the full fibre content of the materials made in other countries. I tell anyone who'll listen, **WASH THE CLOTHES YOU BUY BEFORE YOU WEAR THEM.**

In my business I specialise in exclusive event wear, I'm not making lower priced disposable fashion. I am using a higher quality fabric but still I often have fabrics washed before using them to create gowns for my clients.

So how does quality of fabrics & trims impact other related businesses in the clothing industry?

I reached out to ask a few reputable Australian Dry Cleaners for an opinion on what they have noticed in fabric quality over the years. See attached letters by Katrina at Royal Dry Cleaner WA, Denis at Ferrari Dry Cleaner Melbourne & Julie at Garran Dry Cleaner ACT

Have a read through the dry cleaners letters below. It will give you an understanding of their role in the whole fashion industry chain, the day to day challenges they are facing and the importance of investing in locally produced textiles, where the whole manufacturing process is traceable. Oh & let's not forget about the dangerous toxins we must eliminate.

My ideal outcome for the Australian Fashion Industry is to see real change made by Government. Focus on nurturing small businesses, not just through the eyes of the bigger brands. Yes there are well known brands now bringing back their garment manufacturing to Australia, but without locally produced toxic free materials such as fabrics & trims, we really are not moving in the direction of a sustainable future for the Australian Fashion Industry.

Is the answer adjusting import legislation? Now with a population of 24M+ people, is the Australian Government ready to re-invest in our textile industry and truly back the 'Buy Australian Campaign'?

Lucy Laurita