

NSW: New fashion label so parents can buy Australian for kids

SYDNEY, Feb 15 AAP - Parents will soon have a patriotic option when it comes to dressing their kids, with the launch of a range of clothing designed and manufactured solely on Australian soil.

Made Right Here is a new label developed by fashion consultancy firm Australian Fashion Partners and clothing manufacturer Sphinx Australia.

From July, a range of basic children's wear items will be available to the public and there are already plans to expand into women's and men's clothing.

Speaking at the Fashion Exposed trade show in Sydney on Monday, Made Right Here managing director Dominic Beirne said the label was designed "to breath new life into an industry jaded by bad news".

Last year, Australian clothing manufacturer Pacific Brands, owner of iconic Australian brands including Bonds and Hard Yakka, announced it would pull manufacturing operations out of Australia, moving them offshore.

Mr Beirne said the concept for Made Right Here was created late last year to show Australians that despite the high-profile shutdowns in the manufacturing industry, "quality and value are still doable here in this country".

"We want to make it easy for the Australian public to return to traditional values, one of which is to help a once thriving industry survive," he said.

AAP bm/wjf/cjb