

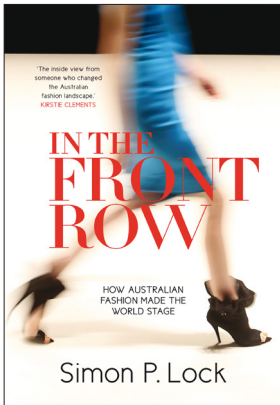
MEDIA RELEASE

Books with Spine – The best in politics, current affairs and biography



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Simon P Lock will be available for interview from April.

For more information please contact:

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IN THE FRONT ROW

How Australian Fashion Was Launched on the World Stage
by Simon P Lock

New York. London. Milan. Paris. It was Simon P Lock's determination that put Sydney on the map and up in lights alongside these established fashion week heavy-hitters.

Starting with one man's ambition to make the world take notice of the frocks, fashions and models from down under, *In the Front Row* charts the rise of Australian Fashion Week from its very beginnings to the glittering international event it is today.

In the Front Row:

- takes you backstage for the 20 years Australian Fashion Week has wowed the world with its daring designers, supermodels and celebrities
- tells the story of how Australia's biggest fashion stars—Akira Isogawa, Collette Dinnigan, Peter Morrissey, Wayne Cooper, Sass & Bide, Zimmermann, Dion Lee and Kym Ellery—got their start
- reveals the part Miranda Kerr, Elle Macpherson, Linda Evangelista, Dita Von Teese and Cate Blanchett played in this often drama-filled adventure
- documents an industry coming of age and follows the feuds, frustrations and triumphs that come with producing one of Australia's biggest international events.

Always outspoken, always in vogue, Simon P Lock gives readers a revealing insight into the multi-billion dollar global ready-to-wear fashion business. Full of fabulous characters and prophecies about the Australian industry, *In the Front Row* is a must read for any fashion aficionado.

Credited as the 'Godfather' of Australian fashion, **Simon P Lock** is the founder of Mercedes-Benz Australian Fashion Week. In 2011 he was the recipient of the Australian Fashion Laureate and in 2013 he was named by The Business of Fashion as one of the most influential people in fashion globally. He is the owner and CEO of The Lock Group International and is known for his key role in developing fashion weeks throughout the Asia-Pacific region. Simon is also the founder of ORDRE, a global online wholesale platform that showcases the world's best designers to a retail network of leading prestigious fashion retailers.

Career highlights include judging *Project Runway* and the International Woolmark Prize, appearances on Australia's and Germany's *Next Top Model*, keynote addresses at international luxury and fashion conferences, and work as Creative Director of Singapore Fashion Festival and Dubai Fashion Week.

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