



Sharp Corporation continues support for Powerhouse Museum

Sharp Corporation of Australia is pleased to announce their support of the Powerhouse Museum's new fashion exhibition *Frock stars: inside Australian Fashion Week* – the first exhibition to showcase what takes place at one of Australia's most dazzling industry-only fashion events.

For nine years, Sharp has been providing continued support to the Powerhouse Museum. Sharp Projectors and LCD TV's will surround the latest exhibition, *Frock stars*.

"The Powerhouse Museum values the long term support from Sharp Corporation over the past nine years. Our partnership has developed very successfully over this time and we are pleased to have their support as a major partner of this exhibition," said Dr Dawn Casey, Director, and Powerhouse Museum.

A collaborative project with IMG Fashion, *Frock stars* celebrates the 15th anniversary of Rosemount Australian Fashion Week. The exhibition unveils the history, highlights, controversies and achievements of an event that has helped establish the reputation of Australian designers on the global market.

Upon entering the *Frock stars*, visitors are transported into the exclusive world of Australian Fashion Week with Sharp screens and projectors presenting footage from past and present collections. The work of more than fifteen top Australian designers including Akira Isogawa, Collette Dinnigan, Michelle Jank, Easton Pearson, Zimmermann and Ksubi feature on a stunning catwalk display. The studio of acclaimed Australian designer Nicola Finetti is also recreated in the exhibition.

Deputy Managing Director Denis Kerr said, "We at Sharp are very proud to be associated with this iconic Australian museum. This exhibition is important to the Australian fashion industry and our sponsorship is just one of the ways in which we support the Powerhouse Museum."

Celebrating the 15th anniversary of Rosemount Australian Fashion Week this year, this one-off exhibition opened on April 22 and closes on August 29 2010.

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