



# The Eco Collective

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**QVM & MFF  
Runway | Awards | Retail Market**

Brand Information Pack

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**March 2nd, 2025**

ALL DAY

Queen Victoria Market

## Contact

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**Eco Collective**  
Walking the eco walk together.

# Introduction

Thank you for your interest in participating in The Eco Collective Fashion Event. We're excited to offer a platform that unites eco-friendly brands—big and small—to collaborate, innovate, and foster community for a brighter, more sustainable future.

At The Eco Collective, our mission is to bridge the gap between emerging and established brands, allowing everyone to share ideas, resources, and visions for sustainable fashion. This event is designed to provide businesses of all sizes with a rare opportunity to showcase their ethical collections, gain vital PR exposure, and connect with an engaged, eco-conscious audience.

Whether you're a small, innovative designer or a larger established brand, the Eco Collective offers a dynamic space to grow and contribute to the eco-movement. Our event fills a critical gap in the industry by giving sustainable businesses the platform they've long been denied in the traditional fashion landscape, where big corporations dominate.

To put this into perspective, small eco-friendly businesses make up more than 85% of the sustainable fashion market but have access to less than 20% of major fashion events. Larger brands, though they represent just 15% of the market, dominate over 80% of the runway and showcase opportunities. This imbalance is something we aim to address head-on by giving all eco-conscious businesses the space they need to shine.

By joining the Eco Collective, you'll:

- Present your collection in a curated showroom alongside other ethical brands.
- Showcase your work on the runway and gain media coverage typically reserved for larger brands.
- Be part of a movement that's reshaping the fashion landscape and positioning eco-friendly fashion at the forefront of innovation.

The Eco Collective is about creating a future where sustainability is the driving force of fashion—together, we can make this vision a reality. Don't miss your chance to be part of this groundbreaking transformation.

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# About Us

We are excited to introduce The Eco Collective Fashion Event, a platform that connects eco-conscious brands of all sizes, designed to transform the traditional runway and foster collaboration. Our goal is to create opportunities that drive the future of sustainable fashion.

As eco-creatives based in Australia, we've faced numerous challenges—from limited access to resources to restricted growth opportunities. Our success at New York Fashion Week revealed the need for similar platforms here, where eco brands can thrive.

The event will feature:

- Runway presentations, designer showrooms, and media coverage.
- Awards celebrating innovation in sustainability.

Join us in shaping the future of fashion by collaborating to create a brighter, eco-friendly tomorrow!



## Vision

- Lead the transformation of the fashion industry toward sustainability by creating more accessible events
- Elevate eco-designers locally for the global stage
- Inspire a sustainable future for future generations



## Mission

- Empower eco-friendly designers
- Showcase innovative sustainable fashion.
- Foster a creative, responsible community.
- Provide essential content, PR, and marketing opportunities to foster growth in the eco-fashion sector.

# Meet Our Team



**Ashley Grottoli**  
Founder/Designer



**Lourdes Villanueva**  
Creative Director



**Liyan Fong**  
Style Director



**Yadav Dhirendra**  
Photography/Videography  
Creative



**Francis Wilson-Roberts**  
Director of Corporate  
Sponsorship

# What we offer.

Join Us for the Eco Collective Fashion Event at Queen Victoria Market on March 2nd, 2025!

Event Highlights:

- Runway Shows
- Featuring a variety of categories, from Youth Runway to Student Runway, Start-Up and Established Brands, this is your chance to showcase your sustainable fashion in front of a large, engaged audience.
- Market Stalls
- Display your products and connect with visitors at one of Australia's most iconic locations, Queen Victoria Market. It's a unique opportunity to showcase your work in a bustling, high-traffic environment.
- Industry Talks
- Throughout the day, hear from thought leaders and experts in sustainability, fashion, and eco-conscious business practices. Gain valuable insights into trends and innovations shaping the future of the industry.
- Performances
- Enjoy live performances from talented artists throughout the day, creating a vibrant atmosphere and bringing attention to the intersection of sustainability and creativity.
- Press Coverage & Interviews
- This is an excellent opportunity for exposure! Interviews, podcasts, and media coverage will be happening throughout the day, helping to highlight your brand and mission to a wider audience.
- Afterparty
- Connect with fellow industry professionals, creatives, and eco-entrepreneurs at our exclusive industry afterparty. Celebrate the day's successes and continue the conversation around sustainable fashion and business.

At Eco Collective, we're bringing together emerging and established brands to create a dynamic platform for innovation and collaboration. This event at Queen Victoria Market is not just about fashion; it's about building a more sustainable future. We're excited to help you showcase your groundbreaking work and connect with like-minded professionals who are committed to making a difference.

Be part of an event that celebrates sustainability, creativity, and collaboration—join us in making 2025 a landmark year for sustainable fashion!



## Event Highlights

**Runway Showcases:** Experience the debut of eco-friendly collections from students to Australia's top emerging designers.

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Hear from industry leaders and trailblazers in sustainability, sharing insights and trends shaping the future of eco-fashion.

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**Designer Showrooms:** Meet the designers and explore their sustainable collections up close.

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**Awards Ceremony:** Celebrate innovative and sustainable fashion by honouring those who are committed to bettering the planet and its people through their dedication to eco-conscious design.

# Benefits

## Unlock the Full Potential of Your Brand with The Eco Collective

Join The Eco Collective and become part of a transformative movement reshaping the fashion industry in Australia. By fostering collaboration between emerging and established eco-friendly brands, we aim to create a more inclusive and innovative space. Unlike traditional runways that cost upwards of \$6,000 to \$100,000, our accessible packages—ranging from \$499 to \$1200—offer a unique platform for brands of all sizes to connect, grow, and showcase their sustainable designs. This is your chance to elevate your brand, share knowledge, and make a meaningful impact through visibility, engagement, and media exposure, while being part of an event that champions sustainability, creativity, and environmental responsibility.

**Visibility and Recognition:** Partnering with The Eco Collective gives your brand a spotlight in Australia's leading sustainable fashion event, ensuring high visibility among eco-conscious consumers and industry leaders.

**Flexible Participation Packages:** Tailor your involvement to best suit your brand, whether through our showroom, runway, or media events, ensuring maximum impact and engagement.

**Content and PR Opportunities:** Gain access to exclusive content creation and PR opportunities that are typically out of reach for small brands in Australia, boosting your brand's presence and credibility.

**Direct Engagement:** Connect directly with a dedicated audience of eco-conscious consumers and industry professionals, fostering strong relationships and lasting brand loyalty.

**Leadership in Sustainability:** Align your brand with innovation and sustainability, positioning yourself as a leader in the movement that's reshaping the future of fashion in Australia.

# Eco Collective Packages - FASHION & ACCESSORIES

## Runway

Full runway experience:

- Up to 8 looks
- Hair and makeup
- Models
- Stills and Video footage of the event
- Promotion on our website
- 1 x organic introduction post

**\$499**

## Market Stall

- Market stalls will be saved for Runway participants first.

**\$120**

## Runway, PR, Market, Afterparty

Full runway experience + PR:

- Up to 8 looks
- Hair and makeup
- Models
- Stills and Video footage of the event
- Promotion on our website
- 1 x organic introduction post
- Pre and post show PR events on Nov 22nd + 23rd
- Interviews showcased on Youtube, FB and Insta

**\$989**



### Important Notice for All Brands Participating in the Runway:

All brands involved in the runway show are required to purchase a package, regardless of whether they are contributing one or two pieces or collaborating with another brand. This is necessary to help share the costs associated with photography, videography, marketing, and other expenses related to the runway event.

Thank you for your understanding and cooperation.

**Runway**

**Runway + PR**

### Eco Collective Packages - Accessories (added to a fashion or accessory brand that has purchased one of the above packages)

#### Full runway experience:

- Up to 8 looks
- Hair and makeup
- Models
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- 1 x organic introduction post

**\$249**

Places cannot be guaranteed without a 50% non-refundable deposit.

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**\$599**

# How to Apply

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**Sustainable fashion  
should just be FASHION.  
See you at the next  
event!**

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