



boutiquemarkets

portside wharf

Boutique Markets is honoured  
to present our inaugural  
'Information Rendezvous'

**The business of Trend Based Industries (Fashion, Homewares, Accessories, Design) is tricky!  
Competition is fierce and money is tight!**

This high energy workshop reveals the Competitive Strategies Approach to Success. Delivered by **Serena Beirne**, Head of Consulting at Australian Fashion Partners (AFP) – Australia's premier Marketing and Business Strategy firm – reveals AFP's highly sought after **Competitive Strategies Approach to Fashion Success**.

Serena mentors and consults to established and start up retailers Australia wide on marketing, sales and customer service strategies in order to help retailers grow their businesses. In addition, Serena is a marketing columnist for Ragtrader, Australia's premier Fashion Industry Publication as well as the Education Chair of Fashion Group International (Sydney) and the Fashion Industry Liaison for the Design Institute of Australia (Qld).

In this session Serena will offer real life case studies of fashion success stories to highlight to fashion designers and retailers how employing Strategic Thinking in their businesses can take their business to the next level.

This session is a must do for business owners wanting to survive and thrive in today's cutthroat markets.  
**We would love you to join us to hear this...**

**DATE** Wednesday, 25th November, 2009

**TIME** 7pm – 9pm

**WHERE** InTransit Gallery @ Portside Wharf, Hercules St, Hamilton

**COST** \$18 pp – includes drink on arrival and nibbles supplied by IGA

**RSVP** Friday, 20th November, 2009

**Pay here** to secure your space OR **Email here** to register your interest

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HAMILTON



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