

Jacinta Richmond

Fashion Bio

Jacinta Richmond is widely recognized as the Sunshine Coast's fashion industry pioneer who brought national & international attention to fashion industry creatives on the coast & emerging talent nationally.

As founder of the **"Sunshine Coast Style Awards"** in May 2008, Jacinta quickly established the **"Sunshine Coast Fashion Festival"** October in that same year of which she held the title Founder and Director until August 2019 when she cancelled the event permanently. The Sunshine Coast Fashion Festival was recognized nationally as a credible and premier event on the Australian Fashion Calendar.

In 2010, Jacinta recognised the need for support and further exposure of this talent, developing **"Frocks in the Vines"**, a mentoring, educational & networking event. To further support local designers, **"Off the Rack"**, a designer warehouse sale to support the cashflow of local talent while supplying locals with discounted last season garments, was also established by Jacinta in 2010. These ran until 2012.

In 2011 Jacinta took a contingency of 5 local designers to Fashion Exposed in Sydney & in November 2011 founded the **"Sunshine Coast Fashion Industry Association Incorporated"**, (SCFIA), a not-for-profit body to further support the local fashion industry. During the same period of time Jacinta became the **fashion writer** for the Coolum & Northshore News also focusing on Sunshine Coast talent & fashion enterprise.

In mid 2012, with the support of its members, Jacinta chose to align the SCFIA with the Sunshine Coast Creative Alliance Inc (SCCA) to create an all inclusive & stronger voice for creatives in all areas and all industries on the Sunshine Coast. Already on the **board of advisors** for SCCA, Jacinta was officially asked to join the committee in a leadership role, as she was the strongest player in the creative industries within the region with council/government relationships. Due to commitments, she declined but continues to support the efforts of the SCCA.

In February 2013, Jacinta launched **"Designers on Tour"**, an educational tour for designers wishing to manufacture offshore & to source manufacturing facilities that provide fair trade opportunities, which ran over 2 years.

In 2013, Jacinta also took on the temporary role of **Sub-editor** for Western Australian fashion bible glossy "Sheila" magazine & in 2014, Jacinta accepted the temporary role of **Fashion Editor** of In Noosa magazine for 2 seasons. Jacinta continues to contribute to various newspapers and industry publications.

In 2015, Jacinta added **"Another Woman's Closet"** into the mix - a preloved clothing market, concluding in 2019.

Jacinta is also an industry **consultant with fashion & lifestyle businesses & labels** both locally & internationally, guiding them with their collections, business acumen, branding & buying decisions. These contracts are confidential in nature due to their status in the market place.

Widely recognised as a **leader in brand development** for both businesses & individuals, Jacinta is often asked to contribute as a guest blogger or to speak at various seminars or training institutes on fashion marketing & brand development or event management & marketing.

Finally, Jacinta is a former **fashion & lifestyle publicist**, with national & international clients, is a published author (non-fashion related), has offered extensive mentoring to select newly graduated designers on a volunteer basis & has been a guest judge for **Miss Universe Australia**.

At the end of the day, it is Jacinta's passion to nurture & see designers go onto success & her desire for businesses & individuals to achieve their optimum success in brand development that drives her. She credits her own mentor early on in her fashion journey, a board member of World Fashion Organisation, for giving her the courage to strive forward. With the closure of the Sunshine Coast Fashion Festival in 2019, Jacinta started **releasing her knowledge as her legacy to the fashion industry** in October 2019 on the Teachable platform.

In 2020, Jacinta continues to consult with brands & produces fashion events for other entities, while travelling internationally.

