

# ragtrader

21 April 2006



\$3.95 incl. GST  
PRINT POST APPROVED PP2560004817

Australia's premier fashion business magazine



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# Tarocash goes live

**SYDNEY:** Men's retailer Tarocash is launching an online store via its website at tarocash.com.au.

Live from May 22, the online store will offer both a full range of the brand's latest season stock and discount pieces from a selected range of clearance items at 40 to 60 per cent off.

Designed by Melbourne-based software provider Future Business Systems, the online store is completely integrated with Tarocash's internal stock management system, allowing for immediate recognition of stock availability.

Excited by the new venture, general manager for Tarocash Les Kraus said it allowed the company to offer its brand to a broader market.

"It means all those who have difficulty visiting a Tarocash outlet, either because of a hectic lifestyle or because [they live in a] remote location, will now for the first time have access to the latest Tarocash range and selected bargains from the comfort of their home."

In further news, Tarocash's new store fit-out (previously reported in *Ragtrader*) commissioned by Sydney-based design consultancy firm Landini Associates, will see its first store opening mid-May in Tea Tree, Adelaide. Previously scheduled to open first but postponed due to Tarocash's move to a different site in Westfield, the second store to showcase the fit-out will be a new shop in Westfield Parramatta, due to open at the end of May.

Samantha Docherty



**COTTON COUTURE TAKES THE SPOTLIGHT:** A collection of cotton couture fashioned by Australian students went on show at the Young Designer in Cotton awards in Dalby, Queensland recently. Brisbane students proved hard to beat, taking out the two top awards on the night. Bronson Olsen (pictured), a third year student at Moreton Institute of TAFE (MIT), won the Best Young Designer title and the prized Italian scholarship to study with Lorenzo Riva. Mark Antonio, a second year MIT student, won the Bonds Bursary and the opportunity to work for one year with the Bonds design team in Sydney.

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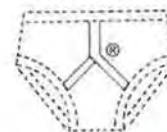
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