

FASHION

Designer

Shopping around the world for clothes, going to fashion shows and glam parties—sounds great! **FASHION DESIGNING** gets your creative juices flowing, as **Marian McGuinness** finds out.

When Louise Iselin went to school, she felt that there wasn't much fashion around. At first, she wanted to be a vet, but then decided that learning about business by doing a uni degree would give her grounding for anything. And it did. Louise worked in IT for 10 years before opening a fashion store in London.

Moving back to Sydney, she opened a **boutique** and started designing under the label 'Please Louise'.


'People think fashion's glamorous,' says Louise, 'but there are administrative things you've got to do.' Louise has to make time to speak to the media, monitor her website and mailing list, and organise an **e-zine**. Then there are the shop windows and interior that have to be designed, which often sends her off to hunt around antique shops and markets for interesting props.

'I love my job,' she says enthusiastically. 'I love the colour, the fun and the flair involved in working with fashion. I love dealing with creative people, whether it's designers, stars, photographers or the media. It's stimulating and inspiring.'

HOW CAN I BECOME A FASHION DESIGNER?

The best place to start is probably as a design assistant, which will give you good experience behind the scenes. There are short courses in Fashion Business or Fashion Industry as well as longer courses at TAFE or uni. You might be the next rising star!

For more cool jobs, see the **Ace Day Jobs** website at www.abc.net.au/acedayjobs



Designer Louise Iselin in her boutique

COOL JOB TERMS WORTH KNOWING

IT: information technology; using computer systems in business

boutique: small, exclusive fashion shop

e-zine: magazine published on the Internet