



MEDIA RELEASE

For immediate release

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A NEW ONLINE DIRECTORY FOR STYLE AND CLASS

From today, an intrinsic, new online directory, www.taffeta.com.au, is live on the web.

Melbourne's brides and entertainers alike will have the opportunity to access this original, yet stylish online directory to assist with all their planning needs.

The new website is a collaboration of today's most talked about designers, foodies and fashion gurus and offers a new edge to anyone planning a wedding or social event in Melbourne.

"Our aim is not only to have the best of our industry on Taffeta, but also to uncover young and interesting people, whether it be florists, designers or photographers," says Jacinda Malloy, one of the Directors of Taffeta.

Some of the Members already signed up to Taffeta include designer Mariana Hardwick, beautician Belinda Zollo, stationery experts Gravity Design Studio and Ed Dixon Food Design. As the online emporium gains momentum there will be many more fresh and chic businesses coming on board.

For media enquiries or to register your interest as a Member, please contact Bianca Crocker in the media department at Taffeta, on 0409 869 855 or email media@taffeta.com.au.