

Media Release

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RMIT student designs new ANZ corporate wear

ANZ today unveiled a new corporate wardrobe design, the work of an RMIT final year design student, to be worn by up to 6,500 branch staff across Australia from mid-2007.

ANZ congratulates RMIT Bachelor of Arts, Textile Design student, Lahni Copeland, for winning the ANZ Corporate Collection Design Award for her design 'Synergy'.

ANZ Head of People Capital, Person Division, Ms Sonya Clancy said, "The new design for our corporate wardrobe is an important investment for ANZ."

Ms Clancy said ANZ's design brief was to provide a contemporary, attractive and functional corporate wardrobe that reflected ANZ's corporate values and culture. "ANZ wanted to take a unique approach to designing our new corporate wear. That's why we took this opportunity to work with RMIT to offer a rewarding opportunity for young design students - and it's been a privilege working with such talent.

"Ms Copeland's design is very exciting and, in collaboration with ANZ staff who were able to vote on their favourite print, the result is a truly contemporary and bold design that reflects ANZ's personality, culture and values," Ms Clancy said.

The innovative design will be used in the ANZ frontline corporate wardrobe from mid-2007 on shirts, dresses, ties and trims on other garments.

As winner of ANZ's award, Ms Copeland will receive return air travel to Europe to visit a fashion or textile trade fair of her choice plus an ANZ financial package to help kick-start her career.

Patrick Snelling, Program Leader for Textile Design at RMIT said that around 100 designs were submitted, and ANZ chose three finalists to compete for the honours of designing its new corporate wear. After an intensive selection process, Ms Copeland's design was the winner.

"Ms Copeland will also be involved in all stages of the supply chain to produce the new branch apparel – from printing and designing the fabric through to garment construction and finishing," Mr Snelling said. "Our partnership with RMIT is one of the ways ANZ is helping to connect with the community and help bring out the best young talent we have in this country."

ANZ also ran a 'financial fitness' class to assist all the final year design students to understand how to manage their money. The judges were Prue Acton, one of Australia's fashion icons and Georgina Chapman, designer and owner of Melbourne-based Vixen label.

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