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Press Release

Derek Crowson has announced the formation of a new brand – *Charterhouse Fabrics* a division of The Crowson Group to be marketed in Australia along side Crowson and Monkwell.

Charterhouse Fabrics Pty Ltd will be managed by Peter Fitzgibbon and operate in its own right developing and sourcing stylish collections from Europe and America to supply both the domestic and contract markets. The new brand will operate within the established Crowson Australia infrastructure and take advantage of the superb Crowson and Monkwell distribution network and customer base along with the company's well-located showrooms and experienced representatives and agents.

Derek Crowson comments "We have decided to build on the very successful Crowson/Monkwell model we have now operated in Australia for 10 years. By introducing under the new brand non conflicting collections with a totally different handwriting to Crowson and Monkwell we believe we can diversify our offer and continue to grow our business in both the domestic and contract markets".

Peter Fitzgibbon adds "This is a very exciting opportunity for the company. The market place is radically changing and we intend to respond to these changes and meet the challenges. We want to now capitalise on the strength of the Crowson/Monkwell business by introducing the new brand to capture a larger market share but at the same time continue to drive and enhance the Crowson and Monkwell brands".

Charterhouse Fabrics Pty Ltd is immediately launching 15 new collections into the market and expects to have up to 25 new collections available in the market within the next 12 months. The majority of all ranges will be stocked in Australia.

For further information please contact Candice Parks on Ph: 1300 852 994 or email showroom@crowson.com.au

CROWSON
monkwell

CHARTERHOUSE

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