



THE LADY...THE LABEL

THE CAROL HANLON OPERATION

With a "Flinders Lane" introduction to the Apparel industry at the tender age of 15 years, Carol Hanlon, had some 25 years later developed a Ladies Fashion enterprise unique in it's place in the Australian Fashion Industry.

Carol's dynamic approach to her business was one of total commitment and involvement. Popular creations from her own designs were the result of selective fabric sourcing, quality manufacturing and a "hands on" sales approach, all of which Carol undertook or oversaw personally. The Carol Hanlon operation was a situation where the "lady" was the "label".

The Carol Hanlon range was best described as "middle of the road", appealing to the price conscious purchaser who was looking for high quality, fashionable apparel without the outrageous price tag. A total range of Co-ordinates, from Easy Living to After 5, with the clever and innovative use of appliqués and fabric combinations combining to create her range of total co-ordinates.

Bringing together much of her research and feed-back from long established clients, Carols personal input and totally local operation allowed a high degree of flexibility and versatility in meeting the market needs of varying parts of our country.

A history of growth and development in each season's range that Carol produced saw her label appearing in boutiques from Darwin to Adelaide and Perth to all Eastern seaboard states. Some 500 Australian outlets have carried the Carol Hanlon label over 20 years.

THE AUSTRALIAN CONNECTION

Carol Hanlon proudly boasts of her absolute and totally Australian operation, which saw the concept, the production and the sales operation occurring without the help of influence of any overseas participants. This is reflected in all Carol Hanlon garments carrying the Australian made logo.

THE INTERNATIONAL CONNECTION

Success in the Australian market was also repeated overseas. Boutiques throughout New Zealand carried the Carol Hanlon label, while customers on the east coast of America enthusiastically accepted the range of Carol Hanlon garments.

THE GEELONG CONNECTION

Carol Hanlon was committed to her business operations being based in Geelong. The presentation of the Geelong Business Excellence Awards in 1986 is testimony to Carol Hanlon's recognition by Geelong Industry. Carol was delighted in the fact that the wools used in her winter ranges came from Geelong Mills, where she declares you will find the best wools in Australia. Carol closed her Geelong based operations for personal reasons in 1993 and relocated to Western Australia.

THE RACING CONNECTION

Married to a Racehorse Trainer for 20 years, Carol incorporated the racing influence into many of her collections and produced garments ideal for either a relaxed Country Race Meeting through to the sophisticated or high profile dressing of the Spring Racing Carnival.

For further information on Carol Hanlon Fashion Studio 1973-1993
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