



Harvey The Label director Mim Harvey will showcase her range as part of New York Fashion Week.

PICTURE: KERYN STEVENS

NORWOOD

Shannon Caton

WHEN Mim Harvey left school just over a decade ago, she went to work in her father's agriculture business.

This week, her clothing line – Harvey The Label – will make its New York Fashion Week debut.

And while some might marvel at the seemingly meteoric rise from the agriculture sector to showcasing 24 "looks" on the US runway, it is little surprise to Harvey.

"Mum's always kind of said that I'm a catapult kid," Harvey, 29, of Norwood says.

"I throw myself headfirst into anything I can."

Despite the foray into importing and exporting agricultural products, Harvey always knew her heart was in the

fashion industry. She started a TAFE course in fashion design and technology, but dropped out once she completed the business-related studies.

"Fashion I have always loved for the creative part, but mostly I love the fashion business because I love the trade," the former Walford student says. "At the time, in 2010, Adelaide didn't really have a lot of fashion houses, so I applied for some jobs and, a week later, I was working (for Jadore) in Melbourne."

She was then headhunted by another label – Langhem – where she gained a taste of international work.

"I was going to (trade shows) LA Market Week, I was going to Magic in Vegas, then going to Coterie in New York," she says. "That's why going to New York Fashion Week I am a bit more experi-

enced not in the runway side, but in the sales side."

But home was never too far from her mind.

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Mim Harvey

"In 2015, I was in the US and looking over the orders and thinking 'why am I not doing this myself?'," she says. "About three weeks later I was back in Adelaide and within a week I was in Hong Kong starting my own business." Adelaide was the perfect place to launch her line: "To see in the space of four to five years how far the

fashion industry had come in Adelaide was fantastic. It was booming. It's still growing."

She started wholesaling her label – now stocked in about 180 boutiques across the country – before launching a pop-up store in Rundle Mall in early 2017 and eventually finding a permanent home on Rundle St.

Her designs are all about affordability, multi-way wear – "you should be able to find thousands of ways to wear them" – and longevity.

And she still gets a kick out of seeing people wearing her label.

"It's funny because I go up to them and I'm like 'you're wearing my top!'. I still run after people and take photos."

She was invited to be part of New York Fashion Week by Sydney-based agency Fashion Palette, which will take 11

Australian labels to the event.

In another nod to Adelaide, Newton-based hair care business Davroe will also travel to New York to style the models' hair for the runway show and Harvey The Label's fashion shoot.

Harvey, along with her head of sales Georgia O'Grady, will live stream their New York Fashion Week experience on social media.

"I think you're going to get a really raw, really great sense of what behind the scenes of New York Fashion Week is, because you don't see it."

I think that's the more fascinating bit – the gritty bit."

The show is on 3pm on Friday, September 7, in New York, (4.30am, September 8, locally). See facebook.com/harveythelabel