

FOR IMMEDIATE RELEASE

Media Spotlight from Monash Business School and Brand Unveiling at Life Instyle Trade Show

MELBOURNE, July 31 2023 – Australian silk skincare brand, Seresilk is excited to announce its participation in the Life Instyle Trade Show, taking place from 3-6 August at the Royal Exhibition Building, Melbourne. The event promises to bring together a curated collection of retail's best original brands from Australia and beyond where Seresilk's hero product - Pure Silk Exfoliator - will be included in the trade show's "goodie bag" for media and VIP retailers.

Attendees can visit the Seresilk booth at location F16 to explore the full Seresilk product range, learn more about the benefits of silk in skincare and discover how Seresilk has become the first brand in the world to use Australian silk in any product.

Moreover, Seresilk brand Founder Taylor Battistella recently featured in a dedicated article on Monash Business School's website, highlighting his incredible journey: building a skincare company focused on anti-ageing - from a hobby - that he first started at 12 years of age.

As a participant at Life Instyle's Trade Show, Seresilk eagerly anticipates the opportunity to network with industry peers, potential partners, and customers: looking forward to engaging in insightful discussions, exploring collaboration opportunities, and exchanging ideas that foster growth and progress within the retail industry.

"We are excited to showcase our uniquely Australian, cruelty-free silk skincare products and educate retailers and media on the silk hydrolysis process and its benefits for skin - in particular anti-ageing. Our participation in the event and recognition from Monash Business School further underlines our commitment to driving innovation and working to build an Australian silk industry," said Taylor Battistella, CEO of Seresilk.

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For further information or to arrange an interview or samples of Seresilk, please contact Taylor Battistella: +61 457 040 104 or media@seresilk.com.au

About Seresilk

Seresilk is the only Australian made, cruelty-free silk skincare product in the world. It was developed out of a desire to create a simple routine that harnesses silk's natural healing properties. Seresilk lets its silk shine in all formulations, using only 24 ingredients across a 4-step night routine.

Links

www.seresilk.com.au

[Access product imagery here.](#)

[Access Seresilk logo files here.](#)

[Access previous media releases here.](#)

Brand guidelines available on request.