

## FOR IMMEDIATE RELEASE

### Seresilk Successfully Showcases at Life Instyle Trade Show

MELBOURNE, August 8th 2023 – As Sunday evening drew to a close, Seresilk celebrated the conclusion of its highly successful debut trade show appearance. The event provided a platform for Seresilk to showcase its uniquely Australian silk skincare formulations to a national audience, revelling in the opportunity to engage with wholesale buyers across Australia.

Seresilk's Pure Silk Exfoliator was included in the official Life Instyle trade show "goodie bag" for media and VIP retailers while also featuring on the official Life Instyle Instagram account with product images also captured by the team from Life Style Edit.

Seresilk's eye-catching display at the Life Instyle Trade Show included live silkworms cocooning, with one attendee remarking that "the Seresilk display was the most fascinating and interesting of any display at the entire event".

In addition to recent media attention from Startup Daily and Monash University, Seresilk Founder Taylor Battistella featured in the Sydney Morning Herald and Fairfax Media publications across the country in Amber Schultz's article "From silkworms to sculptures, the strange side hustles are keeping Australians afloat".

Attendees at the event explored the full Seresilk product range and learnt more about the benefits of silk in skincare as they discovered how Seresilk has become the first brand in the world to use Australian silk in any product.

"The Life Instyle Trade Show was a great opportunity to take on new retailers, build brand awareness and educate both buyers and customers of the benefits of silk in skincare. Over the event, attendees were drawn to the interactive and unique Seresilk stand that included live silkworms. Everyone loved hearing about the provenance and brand genesis of Seresilk, a brand born from my first business Everything Silkworms which I started at just 12 years of age," said Taylor Battistella, CEO of Seresilk.

– ENDS –

**For further information or to arrange an interview or samples of Seresilk, please contact Taylor**

#### About Seresilk

**Battistella: +61 457 040 104 or [media@seresilk.com.au](mailto:media@seresilk.com.au)**

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.

[www.seresilk.com.au](http://www.seresilk.com.au)

[Access product imagery here.](#)

[Access Seresilk logo files here.](#)

[Access previous media releases here.](#)

Brand guidelines available on request.