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12SK031 Kitty Print Skirt

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# STYLE



News, trends,  
sales and shopping  
with Prue Lewington

## Heads up on hats

SYDNEY'S top miss, Jane Lambert, is known for her understated hat styles — but that's all about to change come Melbourne Cup Day.

"This year my clients are braver, choosing black colours that don't necessarily match their outfits," Lambert said.

And when it comes to size this year, it's all about extremes.

"Giant wide-brimmed and small pill-box hats have been best sellers in orange and red tones," she said.

For information call 0419 636 662.

## 2 Sew good

**ETHICAL** Clothing Australia has launched Meet Your Maker, so you can go online to see where their garments are from and who made them. So far about 60 businesses including Ganger & Smart, Cue and Nobody Jeans have been accredited. Nobody's managing director John Conella says, "It's the perfect opportunity to show our customers that our products are produced and developed by local, friendly faces." Visit [www.meetyourmaker.org.au](http://www.meetyourmaker.org.au).

## J.Lo backs Ho

**LISA HO** has scored her best celebrity plug yet, with Jennifer Lopez wearing her coral-front cocktail dress out in LA last week. The dress (pictured, \$1199) is from the summer 2011 collection. Ho has no doubt that celebrity endorsements have a huge influence over consumer tastes and, therefore, sales.

"Now that we've launched the global website, our plan is to build relational ties overseas to achieve celebrity placements," she said.

The gown is also available in black, peach and blue.

For more information call (02) 8303 788.

## 4 Try-buy not Y

**SINCE** opening a pop-up boutique at The Intersection in Paddington last week, Woodford & Co has

doubled its online sales. The dramatic rise shows that shoppers are keen to try before they buy, but designer Sheree Greenberford says this is not the case with younger clients.

"It seems to be generational because Gen Ys are not so into the traditional shopping experience," she said.

The store will be open for three months only. Rachel Gilbert has also opened her first Aussie store at the same shopping hub.

## Launching Montana

**SINCE** winning Australia's Next Top Model last week, Montana Cox has met with Clio Management to prepare for her first round of catwalks.

The idea is to develop her portfolio over the next few months to prepare her for New York.

Spokeswoman Kathy Ward says she shot her first two Polaroids (right), and will visit top Australian designers and photographers from an elite list of 15.

"She stands out a mile compared to anyone else and clients see the benefit of using her because of the extra exposure," she said.



## 1 SPRING'S BIGGEST SELLERS



**A**s the new spring/summer styles arrive in shops, there are already clear winners. Whether it's **See & Bridge's** belted dress, which has had to be reordered already, or **Zimmermann's** edgy jumpsuit which sold out on pre-orders, our top brands reveal their most popular designs.

Hot trends include drapery, abstract prints and cut-outs. Romantic silhouettes are also a big seller. These feminine silhouettes have knocked bedroom afro-buns off the fashion perch. And there are now focusing on luxurious fabrics in flowing shapes.

As for party wear, expect plenty of flirty floor-sweeping dresses.



Carl Kopp dress, \$1100

THE max Chemiseon dress is the best selling style in all colours. With a strong cult following, they've received orders from all over the world.



Life with Bird dress, \$145

THIS style goes in store this week and was bought by stockists all across Australia.



Portmante dress, \$20.99

THIS Abbey Lee Kardshaw's favourite Portmante dress and it sold out within two weeks. They're out the door to sell online.

See & Bridge dress, \$290  
THEY originally produced 2000 metres of this print but ended up making an extra 1000 metres due to high demand.

## Click & Shop

IT GIRL, and actress Elizabeth Olsen is on the verge of mega-stardom with the launch of her new line Martha Marcy May Marbles. The Queen-beans' younger sister is a regular on the cool-girl, New York party circuit, often pepped in items as pencil skirts or crinkly prints. To try her new accessories look, see store **Review Kitty** even \$150.99 is a great option to start with. Visit [www.marthamaymarbles.com](http://www.marthamaymarbles.com) for info.



## SHORT TALK

### Frockk, Bronte

**BRONTE'S** Kate Walker and Kathryn Earleway will never forget back since they opened Frockk boutique last November. The cute store is filled with short, flirty dresses and separates that fit into the neighbourhood's beach lifestyle, with brands including Lee Mathews, Senga Hopkins, Lela along with Van Rykel jewellery. "We stock a lot of longer hemline skirts for taller girls too," Walker said. The summer, more cotton, silk and linen dresses will arrive to fit into the party and barbecue season. "Lots of customers need well-tailored dresses they can wear over binis," she said.

■ Frockk, 119 Macpherson St, Bronte, Tel: 9387 7006, [www.frockk.com.au](http://www.frockk.com.au)