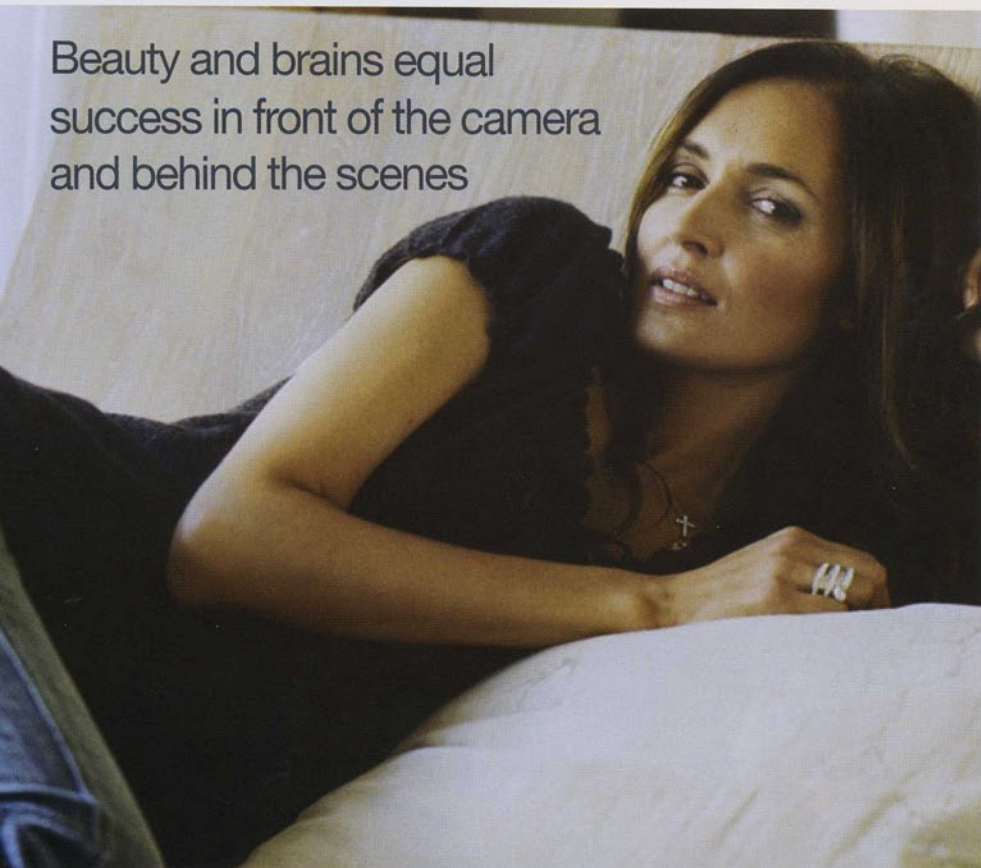


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Beauty and brains equal success in front of the camera and behind the scenes



Gail Elliott and Little Joe

Gail Elliott hit the headlines in the 1980s. Her classic looks forged an extended modelling career. Her business skills led to the development of the Little Joe fashion label with husband and partner, Joe Coffey.

It's more than two decades since Gail began her modelling career but she is still a favourite with designers Versace, Calvin Klein, Galliano, Dior, Dolce & Gabbana, Gucci, and Prada. Her image has featured on coveted covers in every major country.

Gail's modelling career began in London. Her ballet teacher made the suggestion and Gail was signed by a top agent. The then 17-year-old developed her career in Japan before taking the New York fashion scene by storm.

Gail continues to travel the globe on modelling assignments while promoting her own fashion label Little Joe. Gail says the Little Joe label was born in the New York Hamptons almost seven years ago.

"The designs were inspired by my experience of checking into hotels tired and jet lagged, wanting only to take a bath, change into comfortable clothes, and order room service," she says.

"The available clothing was inevitably too flimsy, too short and overly sexy or conservative, comfortable, and frumpy. Little Joe was the obvious alternative.

The range of beautiful, flattering slips and camisoles were perfect for lounging and sleeping," Gail says.

The first Little Joe collection was a big hit. Gail expanded the range to include a broader selection of styles. Little Joe now features sumptuous silk and cotton dresses.

The range includes blouses, camisoles, jackets, trousers, and skirts in sueded silk, chiffon, leather and fur as well as luxurious cashmere sweaters, cardigans and wraps.

Gail says it's easy to create a wardrobe from the Little Joe range or add a few new pieces to update basics.

"I design with myself and my friends in mind and what I think I'll feel like wearing next season," she says.

"Little Joe clothing is uncomplicated, timeless, effortlessly sexy, luxurious, chic and confident.

"It's all the things I aspire to be. We want feminine, flattering, versatile, and luxurious clothing".

"These elements are part of each piece of the Little Joe collection and I design with the idea of packing all the essentials from daywear, to cocktails, dinner and then to sleep," Gail says.

Australia now has seven Little Joe stores with more scheduled to open. Gail says Little Joe stores are all about helping to create a beautiful life. "The stores offer the complete Little Joe collection and my favourite labels from around the world," she says.

"Brands include Goldsign, J Brand, Sharon Segal, Kain, Kenneth Jay Lane, Melissa Odabash, Amber & Jules, Tolani Scarves, Marit Rae and Banjo and Matilda. Little Joe now has a store at Marina Mirage

"We're very excited about this store. We love coming to the Gold Coast, it's such a fun and glamorous city," Gail says

Visit www.LittleJoeNY.com for stockist information.