

# The Sunday Telegraph

style

INSIDER



with  
**Elle Halliwell**

▶ **Treney, Country Road's** new "sibling" brand aimed at women over 40s, was unveiled to media last week, bringing fresh competition to established labels in that market.

The collection stayed true to the Country Road style, albeit with a more generous fit, and its soft, wearable pieces look set to be a hit among stylish baby-boomers.

The first Australian Treney stores will open at Chatswood Chase and Westfield Bondi Junction in September.



◀ Burgeoning Aussie designers hoping to crack the lucrative UK market may get a hand with next week's inaugural G'Day UK event.

Designs by Australian labels **MaterialByProduct, Dhini** and **Toni Maticovski** (pictured) will be showcased during the week-long (June 24-30) event which, like G'Day USA, aims to promote the country's industry and attractions.

Maticovski, who shows in New York usually, said it was great to be involved in the initiative.

"It's important to show people that you are doing things," the Melbourne designer told Insider. "Europe is not part of my focus at the moment but it's lovely to be included."

For more information, visit [www.gday-uk.co.uk](http://www.gday-uk.co.uk)



▶ **Emma Watson** has shrugged off her Hogwarts cape for a **Burberry** trench to star in a new campaign for the British luxury brand.

The Harry Potter star is reported to have secured a six-figure deal with Burberry to model for its autumn/winter 2009 advertising campaign, a mere drop in the 19-year-old's multi-million-dollar bank account. Watson recently caught the attention of the fashion set this month when she wore a racy (but gorgeous) **Rodarte** number to a private dinner. Burberry creative director **Christopher Bailey** said he had known and admired Watson for a long time and believed she was perfect for the **Mario Testino**-shot campaign. "She, has a classic beauty, a great character and a modern edge," he said.



▶ Anything which boosts aspiring designers is a good thing in our books, so Insider is watching the development of **Launch Initiative** closely.

The Sydney-based online company gives people the chance to vote for designs submitted by amateur dressmakers, with the winning entry being produced and sold by the company.

Launch Initiative business manager **Martin Hills** likened the concept to "Project Runway without the cameras".

The animal-print collection (pictured left) designed by student **Laura Poole**, who won the inaugural Launch Initiative competition, is now being sold on the company's website. [www.launchin.net](http://www.launchin.net)



▶ Catering to their clients who still have enough funds to holiday in the south of France, European and US designers have been showing their Resort 2010 wares over the past month.

They never garner the same buzz as their mainline ranges but are more wearable for Australia's climate and generally less pricey.

Bright batik prints, sequins, metallics and lace were key elements in many collections.

**Chanel** kicked off in Venice last month with a predominantly tri-colour parade full of vintage detailing and classic silhouettes.

We saw "atomic chic" at **Christopher Kane**, whose first pre-season collection featured rich prints sourced from old pictures of nuclear bomb blasts. It was unnerving and stunning all at the same time, with similarities to **Josh Goot's** a/w '08 collection.



## Trend watch:



**Maxshop Tatjana** leather jacket, \$399; **Don't Look Back** T-shirt \$39; **Janina** mini skirt, \$89

**Little Joe Lonesome** Cowboy dress, \$1490

## Click & Shop

IT'S eco-friendly, fairly cheap and has the best anti-recession slogan we've seen.

Inspired by propaganda posters made in the UK during World War II, this 'Keep calm and carry on shopping' bag gives you the perfect excuse for blowing your pay packet on that pricey jacket you've been eying off. After all, our shopping's saving the economy...

The Keep Calm Shopper tote, \$15, is made from 100 per cent cotton and is available in blue or plain canvas at [www.jaimebeattie.com.au](http://www.jaimebeattie.com.au)



## The IT List

COSY pyjamas and plush slippers are as essential as a warm coat during winter.

With so much gorgeous sleepwear around, it's now almost criminal to look daggy in your lounging outfit. **Peter Alexander** is always releasing new prints and designs and this pink robe from **Lovable** is so soft you won't want to take it off. The styles of the season are stripes and pastels, but there are no rules: just try not to clash with the bedspread.

**Peter Alexander** cloud boots, \$25

