

BREATHLESS

PORTRAITS OF PATSY



CREATIVITY AND ESCAPISM WITH AN OVERRIDING DOSE OF ARTISTIC INTEGRITY ARE BEHIND THE BREATHLESS AUTUMN-WINTER 2012 COLLECTION

Think international socialite, professional creative and revered dresser Daphne Guinness. That artistic bent is behind Perth label Breathless' Autumn/Winter 2012 Collection. Called 'Portraits of Patsy' it reflects the moods, lives and indulgences of 'Patsy', who is the brand's fictional socialite.

The collection reinterprets classic vintage styles with Breathless' signature quirky edge to create pieces that will allow you to realise your personal style. Designed and made in the Burswood Design Studio, it has a strong focus on quality – from the fabrics (memory, leather, Mongolian lamp, chiffon and silk brocade, dupion and organza) to the actual stitching thanks to the passionate skilled team at the studio.

"My muse for these pieces was a fictional character based on someone like Daphne Guinness, who I think is an impeccable

dresser. A personal favourite of mine, I love how she crosses genres and creative fantasies in her personal styling and is someone who can reinterpret a piece through the way she wears it," says Robin Alexander, Breathless head designer.

"Breathless is all about creating clothing that reflects personality and is designed to be worn in different ways with different accessories to create very different looks and feels. This collection embodies that, with pieces that go from day to night and a Sunday breakfast to art gallery exhibition opening."

Among the collection are a short Abbey memory dress and smock with a big loop of leather around the hem, Military pants with leather panels, Shirt for Rose a-line shirts in crisp cotton or a looser crinkle chiffon and Sophia's 50s-style dress and coat in bold winter stripes.

"Leather is the new black! This material is really having a big comeback and being used in new and surprising ways. I love the textural play leather brings to the Abbey story, which can be worn from day to night and winter to summer – wear with boots and leggings in the cooler months and swap to bare legs and flats when it heats up," says Robin.

"However, I am most excited about Sophia's dress in the beautiful bold stripe. It really sums up the collection in that it's reinterpreting vintage style with a strong palette and quirky edge, plus it has an element of escapism and creativity about it. So Patsy!"

Each piece in the collection can be tailored to shoppers' unique body sizes through the Breathless Bespoke Service – this service is available to Perth and Eastern States clients to ensure a perfect, personalised fit.

To view the entire range and national stockists, click on to www.breathless.net.au
MEDIA ENQUIRIES Anna Flanders 0410 551 048 annapearl@aapt.net.au