

ragtrader

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Bellerby gives birth twice over

SYDNEY: Never has a pregnant pause proved so productive.

Less than 18 months after leaving a high-profile job with Mambo to prepare for the impending birth of her first child, Sydney designer Roslyn Bellerby has re-emerged not only with a newborn son but also her own sleepwear-cum-leisurewear range.

The 31-year-old, who in previous incarnations has worked for big name brands including Ralph Lauren, Liquid Culture, Marcs, Miss Shop and Sportsgirl, said taking things easy post-birth was never a consideration.

"It was [at Mambo] that I started to feel that working in all the different fields of the industry I had enough to seriously think about starting my own business. Some people think I am crazy [launching a new range at the same time as caring for my son]... but this is something I have always wanted to do and I thought the timing was right for me."

Dubbed Deshabillé – French for "casually dressed" – Bellerby's new men's and womenswear collection

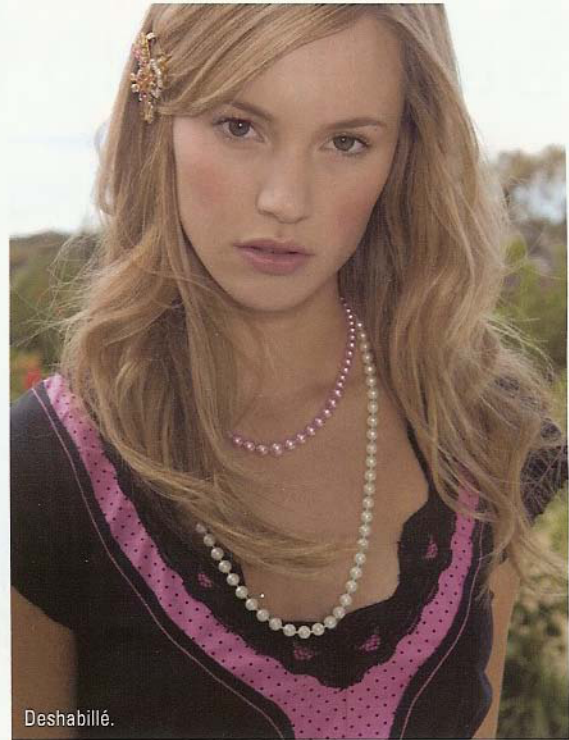
features more than 20 pieces including women's cami-and-sleep short sets, night dresses, top-and-pant sets, tracksuits and men's vintage T-shirts and ribbed tank tops.

The spring/summer 06/07 range, available online from August, is priced from \$30 for a Viscose-blend rib tank top to \$80 for top and pants sets. It is available in women's sizes eight to 14 and men's S to XXL, and all garments have been pre-washed to minimise shrinkage.

The prints used in the range have been specifically developed with artists for originality.

Bellerby said aside from the prints, the main point of difference with her brand – positioned to lie alongside prominent sleepwear brands Papinelle, Peter Alexander, Calvin Klein Sleepwear and Elle McPherson – lay in its versatility.

The range features more of a fashion approach to styling, moving away from



Deshabillé.

traditional shapes and prints and offering wearable garments that could be mistaken for outerwear pieces, she said.

"You could venture to the corner store in these garments and not look like you have just got out of bed."

Depending on the success of this collection, Bellerby said she would eventually like to open her own stores and introduce homeware and bath products under the Deshabillé umbrella.

Tracey McEldowney