



Friday 27 August 2010

bisi summer for Melbourne fashion

Versatile and vibrant designs inspired by local botanic art define the new bisi summer range from Western Australia, making its debut at Fashion Exposed Expo Melbourne this month.

The collection of flattering designs for women is distinguished by brightly coloured silks and botanic-inspired prints of passion fruits, lilliums and fruit tree branches.

Audiences will also see pieces from the stunning trans-seasonal Hakea Collection, inspired by the unusual native shrub *Hakea laurina* endemic to the Great Southern region of WA. Elements of its crimson flower head and subtle blue-green foliage emerge from several screenprinted skirts and dresses.

Fashion Exposed is the first showing of the bisi label in eastern Australia and marks a pivotal point in the careers of Albany-based designers Briony Arnold and Sukhumal (Suki) Felton.

Briony's origins in Wheatbelt WA and Suki's upbringing in a small silk-making village in Thailand are reflected in their original handmade garments, which feature unique screen printed patterns on wool and cotton/linen fabrics, mixed with brightly coloured silks.

The duo first combined their design and sewing talents in 2008 by creating a collection of one-off pieces for friends. Increasing demand led the label to expand into supplying wholesale ranges to retailers in Albany, Perth and Esperance, while still providing clients with bespoke pieces via party plan.

Briony says versatility is still bisi's point of difference as clients are welcome to choose colours, fabrics and styles most flattering to their body shapes. Locally-inspired prints made in Australia also add to their unique brand.

"Suki and I met as first time mothers and realised there were very few labels on the market which suited our lifestyles and changing body shapes. Bisi now fills that niche and provides contemporary, stylish but very versatile pieces for day or evening," she explained.

Along with its growing accessories range of silk/wool belts and hairpieces, bisi is ready to expand into eastern Australia and provide retailers and clients with designs inspired by the South West of Western Australia. View bisi collections at www.bisidesigns.com.au

ENDS

Journalists

Visit *bisi* at the Melbourne Exhibition Centre (stand 5250/5254) from August 29-31, 2010.
All media inquiries to Briony Arnold, mobile 0429 012 104.

When Briony met Suki

Developing stylish, versatile, and comfortable clothing for busy mothers like themselves was the impetus for mothers Briony and Suki to embark on the *bisi* journey together.

The women originally met at a local mothers' group and soon realised that Suki's design and seamstress talents, combined with Briony's business and marketing expertise, could create something special.

Before children, Suki completed a Fashion and Design diploma at TAFE and ran her own label in Perth. Briony worked as a teacher across WA, from remote communities in the Wheatbelt and Kimberley regions to Perth and Albany. She took up sewing and designing as a hobby and found a loyal clientele at local markets.

Today, it's Briony that manages accounting, marketing and events, while Suki manages production and design. A schedule of popular fashion shows in WA as well as growing online and retail interest has encouraged the women to expand their business. Fashion Exposed is their first foray into the eastern Australian market.

bisi clients say...

"I fell in love with *bisi* the first time I saw the garments at a clothes party. Whenever I wear one I always receive compliments. Their designs are very different to anything I've seen and the fabrics are comfortable and enduring. Being able to choose colours and materials, and knowing that they are fitted just for me, makes each piece I buy unique and that makes me feel special,"
Miriam Bane, beauty therapist, Albany WA

"I love having *bisi* in my store. It's a unique label and has gained a following with its clever designs and great fabrics. And dealing directly with Briony and Suki has been fantastic - great advice on ranges and excellent service," *Clare Srdarov, Sorella Boutique owner, Perth WA*

"*Bisi* allows you to add your own individual touch to each design and gives you the satisfaction of knowing no one else has one quite like yours!" *Vicky Leo, teacher, Albany WA*

bisi stockists

Infinito Albany
176 Stirling Tce
Albany WA 6330
(08) 9842 1793

Sorella Store
Shop 8, 575 Canning
Hwy Alfred Cove
Perth WA 6154
(08) 9317 7744

Inside-Out
Shop 12, 91 Dutton
Arcade Dempster St
Esperance WA 6450
Jo- 0428 574 249