

Beat: Lifestyle

DITA VON TEESE HITTING PERTH RUNWAY

Clothes to Snare a Millionaire

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USPA NEWS - International pin-up beauty has featured in Wheels & Dollbaby campaigns but is yet to walk the runway for the label. This will change when the raven-haired seductress of fashion makes a special appearance at the closing night of Telstra Perth Fashion Festival on September 20.

Wheels and Dollbaby's King Street boutique closed its doors in late 2013 but local fans will be given the opportunity to shop from the label's latest collections when Greensmith opens her pop-up retail destination in the lead-up to Telstra Perth Fashion Festival. "We're going to have a pop-up salon so that Perth clients can buy leading up to the show which will be very entertaining, Many clients have indicated to us how much they miss the store," said Melanie.

Melanie and Dita do a cardigan which will be a huge feature at the PFF.

In 2006, Greensmith exploded onto the international scene with cult-famous model Kate Moss and her glamour squad the "Mosse Posse" being seen at UK's Glastonbury festival wearing the controversially playful "Fuck Off I'm With The Band" Tank Tops. Since then, the label has formed a worldwide celebrity following with clients including Katy Perry, Courtney Love, Blondie, Jerry Hall, Georgia Mary Jagger, Britney Spears, Amy Winehouse, Slash, Kelly Osbourne, Scarlett Johansson, and Nicole Richie. The label has also indulged in collaborations with iconic personalities Dita Von Teese, Ellen Von Unwerth and Pearl & Daisy Lowe.

Named after a 1967 episode of Get Smart, Wheels & Dollbaby, has evolved from its initial roots of Iconic Australian flagship boutique, to an international cult brand that indulges rock luxury, decadence of luxurious fabrics against playful construction. Designer Melanie Greensmith was born in the United Kingdom to a Cricketer Father and Showgirl mother, inspiring the theatrics behind the label's aesthetic. Greensmith opened her first boutique in 1987 on a very bohemian Crown street in Sydney when her first customer Michael Jackson bestowed the "Outfitters To The Stars" trademark onto the label. Greensmith's partner Mark McEntee of The Divinyls has also remained the source rock-n-roll inspiration to the luxury label.

2015 TELSTRA PERTH FASHION FESTIVAL founder and director, Mariella Harvey-Hanrahan , unveiled the highly anticipated program for Perth's fashion event of 2015. PFF now in its 17th year is bigger and better than ever and will bring a range of Perth City venues to life with a series of stunning runway, fashion and community events. The festival runs from September 15 to 20, promising six exhilarating days of fashion, including some of the most sought after talent on the local, national and international stage. From the opening night with Perth model, presenter and writer Tiah Eckhardt at the Dilettante Show to the closing night with international Burlesque star, designer and model, Dita Von Teese hitting the runway for Wheels and Dollbaby the program is filled with excitement. PFF will also feature runway shows from the likes of Jaime Lee and Akira. International talent with Vietnamese designer Phuong My debuting a new collection and internationally revered and celebrated fashion illustrator David Downton travelling from the UK to attend events and to act as a Telstra Perth Fashion Festival International Ambassador. Free public fashion shows will be held at Fashion Central in Forrest Place sponsored by the City of Perth.

Wheels & Dollbaby is consistently featured in French, Italian, UK and Australian Vogue, UK & Australian Grazia, Harpers Bazaar, Vanity Fair and Elle Magazine to name a few.

Is it at all surprising that in this world of social media fads as consumers we seem to always return to traditional aesthetics values? We smile silently at the women embracing style and empowerment as she walks with her head held high knowing that she is indeed dressed to "Snare that Millionaire" and her style screams "Wheels and Dollbaby".

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