




SABLE & MINX



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"A GIRL SHOULD BE TWO THINGS: CLASSY AND FABULOUS." COCO CHANEL

Sable & Minx is aimed at the 30+ women's boutique market. They produce four seasonal collections each year.

Designed by Theresa Brady in only two years she has gained 100 wholesale accounts and developed a reputation for reliability, fit and classic design.

"It is all about elegance and timelessness with Sable & Minx," says Brady. "I strive for effortless femininity, and to make flattering and distinctive clothing."

SABLE & MINX
BON CHIC, BON GENRE
WINTER 2010

In France clothes are never just clothes - they're a social force, a way of life bolstered by a tradition of literature and art, indications of character and social currents. Paris has long been the epicentre of this force - home to top designers, elegant couture houses and effortlessly stylish women that are the arbiter of tastes and trends worldwide.

"French designers have always pushed the design envelope and influenced the direction of fashion; while French women put together their clothing in a totally individual way that is refined, feminine and simply exudes class," says Sable & Minx designer Theresa Brady. "They have an inherent poise that makes any outfit look natural and unforced," she says.

After two trips to Paris this year, Brady decided to capture and translate this intrinsic sophistication into her winter 2010 range, *Bon Chic Bon Genre*, 'so chic so cool'.

Only in its seventh season, Sable & Minx has already undergone an evolution to become a boutique label with a focus on dressing with a quiet luxury, experienced finish and certain *je ne sais quoi*.

The collections colour palette includes violet, ruby, moss and the ever fashionable black; sees the introduction of exclusive silk prints and vintage graphics inspired by Brady's discovery of an antique book on hand drawn Art Nouveau and Art Deco images.

Each item pairs classic silhouettes with extra flourishes that makes them special. "A beautiful dress coat can be worn with jeans, tee and scarf to create an ensemble with charm that can take a woman through almost any situation with grace," says Brady. That versatility is taken a step further with items that can be worn in a multitude of ways.

"Like French women, I wanted each design to have a real presence," says Brady. "To create a range that is polished but not glitzy, for the woman self-confident enough to be *Bon Chic Bon Genre*."



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Show on 22nd of September @ 12.30pm
The winter 2010 range will be onsite at Fashion Week
in the CocoPR showroom

Contact:
Theresa Brady
+64 21 527 010

Media Enquiries:
Miranda Likeman at CocoPR
miranda@cocopr.co.nz
+64 27 296 2124
+64 9 815 5040