

frankie

FREE ART POSTER



LIVE AND LEARN

HOW TO... WIN A BAR FIGHT, WRITE A LOVE SONG, DRESS THE BRUNETTES, MAKE A BOY CRY, GO CARBON NEUTRAL, DETECT AN INDIE SLEAZE, SPIN AN ART SHOW OUT OF A POLAROID CAMERA, COOK LIKE YOUR MUM, WORK AT A FASHION SHOW, INSPIRE CLARE BOWDITCH, SURVIVE BACKPACKING.



lola & evie

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DESIGNER BEO PETTIGROVE MAKES
SNUGGLY FASHION FOR ALL SEASONS.

Describe your label in a sentence. Directional and street-inspired with a sport influence. **What makes it different to the rest?** Different shapes, prints and design, not taking it too seriously; and manufacturing the range in ethical work conditions. Also, our brand was established originally as a snowboarding brand, so we pride ourselves on being able to capture both snow and fashion markets. **What was the first thing you ever designed?** I guess there was a little box-pleat skirt back in high school. I had no idea what I was doing, but somehow worked out how to draft the pattern and use a machine. **What are some of the challenges you've faced while starting your fashion label?** Definitely production issues - the problems that you can face getting a simple T-shirt made can be incredible! **When did you realise you could make a living from fashion?** Studying fashion at RMIT. Creativity and pipe dreams became a realistic possibility, seeing so many other driven and talented people actually making it happen. **What are you working on right now?** I'm about to start the Summer 08/09 collection. Crazy to think that far ahead, but I get bored quickly and can't wait to work on some fresh ideas! **Where do you see the label headed in the future?** We are headed to the US and Asia this year, and looking even further ahead - perhaps different diffusion labels, and the label breaking into different market segments. **What's the best business advice you have been given?** That fashion is 90% business, 10% design. Creativity will only get you so far. **What's the best thing about what you do?** Creating new ideas every day, of course! And seeing people stoked on what we're doing. **What's your price point?** The summer range is between \$45 to \$79 for tops and \$79 to \$129 for dresses and hoodies. **Where can we find your stuff?** FAT stores, Somebody Loves You, The Lab, Dakota 501, Purdy Klampet, Small Rhino, San Sebastian, Eldorado, and The Factorie. **What advice can you give others looking at starting their business?** Have a point of difference and don't underestimate the importance of networking!
www.lolaevie.com

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