

FAT EMAIL NEWSLETTER

April 2008



About the brand:
Evolving from an active-wear background dating back 5 years, Lola&Evie Collection launched in Summer 2007 and is crafted around a subtle sports-inspired aesthetic, more practical than pretentious yet with an intrinsic femininity.

Headed up by R.M.I.T. fashion graduate Rebecca Pettigrove, the brand draws inspiration from the fictional alter-ego personalities of 'Lola' and 'Evie' and its snowboarding heritage resulting in directional yet easy to wear design with some curious contradictions. Watch this space!

About the collection:
Winter 2008 takes inspiration from imagery of poet Sylvia Plath and from the time of her late youth. Her infamous journals documented a breathless adolescent obsessed with her burgeoning sexuality, university struggles whilst engaging in the human merry-go-round of 1950s dating; thus inspiring this seasons college-girl-in-winter-look.

Its a modern take on classic college, early twenties idealism and image, with a jaded, street-wise attitude. Fusing a naive idealistic time with a modern street-inspired aesthetic, the range employs functional, utilitarian styling elements and sporty double-knit jerseys and fleeces.

Art deco knit designs, vintage pocket styling and directional & angular lines are references to the era, whilst classic & slim styling meet oversized street style to complete the look.

