Beat: Lifestyle

OLDEMAIDKNEW THE REBIRTH OF VINTAGE COUTURE

PERTH BESPOKE DESIGNER LISA BODLEY

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USPA NEWS - “Oldemaidknew is a “˜GREEN´ label in the way that it aims to recycle retro and vintage garments by altering items individually, making each garment completely different at the same as giving the clothing a 'breath of fresh air' , I proudly wear my own 'Green' label," says Perth designer Lisa Bodley.

Established 2012 and focusing on a “˜Green´ label, Perth designer Lisa Bodley has always looked at fashion as redesigning and modernising “˜Vintage Clothing´ to the taste of each of her clients.
The new “˜Sustainable´ market of clothing can be regarded by many as “˜Retro Chic´ and 'Old School', however to the new generation of fashionistas her one off pieces of re-vamped creations worn by her clients have bedazzled the “˜RED CARPET´ at many events worn with retro and vintage inspired jewellery. Showcased at the 2014 charity event which she supports “˜ Catwalk for a Cause' late in 2014, Bodley has made a huge impact in the Western Australian Vintage scene with her business rapidly growing by 'Word of Mouth' and Social Media.
Vintage inspired fashion is famous all over the World worn by celebrities such as 'Madonna, Katie Perry, Kat Von D and Dita Von Teese. Vintage and Retro fashion is continuously inspired by the “˜Hollywood´ screen giants of the 50´s , 60´s and 70´s. When asked about her passion for Vintage, Bodley replied,“ I have always loved the elegant styles and individuality of vintage and believe that one day many more boutique designers will follow in my footsteps and create more true sustainable “˜Green´ labels known for “˜timeless´ beauty.“ When you talk to this amazing woman you cant help notice her detail to everything vintage from her shoes, her nails, her lashes and of course her clothes.

The term “˜Retro Fashion´ refers to Style, cut, clothing, and design which is outdated. Generally to be considered retro, something must be between 20 and 25 years old. The actual item does not necessarily need to be old, but can be a new item that reflects the style and passion of the past. Many consider the term “˜Retro´ to mean, specifically, fashion of the 1940s through to 1970s.
Bold designs, strong colours and the correct era of jewellery and the look will impress even the discerning “˜Pin Up´ fan. “Oldemaidknew´ certainly is a label to look out for and while Bodley works on her designs and her “˜Online Presence´ she will remain true to her definition of “˜Green!´
Dita Von Teese once said ,"I like styling girls that don't normally dress in vintage clothes and don't normally wear red lipstick; I like seeing those kind of girls restyled in a retro way."
Life is about “˜living the life you want it to be´ and creating opportunities for others to also “˜live in the era they also want to live´. Whether it be the 1940´s or the 1970´s Lisa Bodley is the creative genius behind Oldemaidknew fast becoming a name spoken about in the Perth fashion industry which creatively allows an amazing lifestyle opportunity for the “˜Vintage Lovers´“¦ Namaste

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UPA United Press Agency LTD
483 Green Lanes
UK, London N13NV 4BS
contact (at) unitedpressagency.com
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