



Charmaine and Claire.



Amelia.



Sophia.

Name | Charmaine**Lives** | Perth**Occupation** | Blogger**Fave Item This Season** | Fur jumper by Garth Cook (emerging Perth designer)**Street Style** | Charmaine wears a dress by Lover, Ray-Ban sunglasses, Chanel bag and shoes by Alexander Wang.**Name** | Claire**Lives** | Perth**Occupation** | Blogger/stylist**Fave Item This Season** | Leather, pleated skirt**Street Style** | Dress by Little Gracie (emerging Perth designer) matches her hair. Claire wears Betts shoes.

HIGHLIGHTS OF AUSTRALIAN FASHION WEEK

Words and Pictures **Sharmin Musca, Personal Stylist**



This year Australian Fashion Week (MBFWA) has changed as designers and organisers move to embrace social and digital media.

It's usually several months after designs are showcased on the runway that they're available to buy. However, images appearing on blogs and fashion sites immediately after shows are driving a 'buy now, wear now' consumer mentality. Fashion fanatics will no doubt be pleased that three labels - Toi et Moi, An Ode To No One and Bless'ed Are The Meek - are now responding to demand with immediate post-runway show sales.

My highlights of the annual industry-only affair were both Kim Ellery's and Michael Lo Sordo's much-anticipated collections.

Ellery, Sydney's designer-of-the-moment, showed key trends of high, sculpted shoulders, draped dresses and structured tailoring. Her hero pieces included a moss green, strapless A-line dress, a dramatically draped silver dress and a sheer, red tulle dress with circular-sculpted shoulders.

Lo Sordo's designs included immaculately tailored dresses with floral prints placed perfectly to flatter the figure and a stunning Xenagadiator-style little red dress.

The catwalks are saying to keep an eye out for sharp tailoring, pretty pastels, floral prints, metallic highlights and bold prints for spring/summer 2012-13.

On the streets around this year's Australian Fashion Week I found these guys...

Name | Amelia**Lives** | Leichhardt**Occupation** | Model**Fave Item This Season** | Mixed textures like knits with leather.**Street Style** | Amelia nails off-duty model chic. She wears a Styletalker top, vintage shorts, bag by Alexander Wang, sunnies by Karen Walker and Michael Kors boots. Her necklace is from a boutique in LA.**Name** | Sophia**Lives** | USA**Occupation** | Designer/stylist**Fave Item This Season** | Textured knits**Street Style** | Sophia works a floral print shirt by Mary Kantranzou with a DVF pant. Her shoes are by Brian Atwood, sunglasses by David Yurman and clutch by Givenchy.

To get wardrobe advice or book Sharmin as your personal shopper call her on 0405 518 155 or visit www.personalstylist.net.au.

