

INDULGE

pjs in public

Catwalk to street: A Dolce & Gabbana design at the 2009 summer collections featured pyjamas so sexy, stylish and sensual, they are designed to be worn outdoors. Take the look from the catwalk to the street. Indulge model Caroline King, below, shows how stylish wearing pyjamas in public can look.



Indulge reporter **Craig Lawson** finds out why women are wearing their pyjamas in public.



Lady in red: TiAmo, pure silk cami and long pant. Wear with heels for a stylish and comfortable look.



Pyjamas in public: TiAmo, satin chemise. Wear with tights and heels for a look you could take to the ball.

NEXT time you pop to the shops in pyjamas, you might be following an international trend. Everyone was talking pyjamas at the recent 2009 summer fashion shows in Paris. Designers made them so sexy they are now seen as a naughty and risqué trend but acceptable outside of the house. And this latest fashion statement is filtering through to Invercargill.

A Little Bit Cheeky owner Debbie Hall says women buying modern pyjamas said how easy it would be to wear them in public. "Women say they could also wear (the pyjamas) as a little summer dress," she says. Their summer 2009 collections of Jean-Paul Gaultier, Dolce & Gabbana and Lavin all feature pyjamas so stylish that they are designed for women to wear outdoors. Design duo Dolce & Gabbana even named their 2009 summer collection Pigiama Barocco, or Baroque Pyjamas. But these pyjamas are not designed to be worn with smelly slippers or bed socks. Clothes made from rich silks with spotted or striped patterns featured heavily in their show.

Fashion Academy New Zealand director Beverly Isbill says women should have fun stepping outside their comfort zone and always try new things in fashion.

Pyjamas were no exception. "One time I wore my Calvin Klein dressing gown to a play – it was red and just so beautiful and I wore it like a jacket," she says.

Mrs Isbill says women should use fashion to make a statement, but they should make sure they felt comfortable.

The pyjama trend has even been enjoyed by high-profile celebrities.

Actress Jessica Alba went to the movie premier of *My Bloody Valentine 3D* wearing a pair of Dolce & Gabbana pyjamas. We don't all have a team of stylists and makeup artists like Ms Alba – so make sure if you are going to wear your pyjamas in public, get some feedback from a friend first. But if someone does give you cheek about wearing pyjamas in public, just say you have a bad habit of sleepwalking.



National recognition: Arrowtown fashion designer Tamsin Cooper has become one of New Zealand's top designers.

time out with Tamsin Cooper

By **CRAIG LAWSON**

TAM SIN COOPER began her label in 2003, with just a small range of women's silk wallets and coin purses. Since then her range has grown to include an extensive range of fashion accessories, clothing, and interior accessories, which over the past few years have gained national media acclaim. Let's find out more about this darling of fashion in a Q & A.

Q: Best holiday you've ever been on and what did you enjoy about it?

A: In New Zealand my favourite spot is a very well kept secret – Bull Creek, where native bush meets gorgeous white sand. The rata flowers bloom and the tuis fly around your head while you are basking on the beach.

Q: What do you love about being a designer?

A: The wonderful response I get with each new range.

Q: What is the hardest part about being a designer?

A: Finding enough time to do everything!

Q: Something you can never leave the house without?

A: My Tamsin Cooper wallet and handbag, of course.

Q: If you could change anything about the fashion industry, what would it be?

A: The throw-away nature of fashion trends. I

prefer to create timeless pieces that you will treasure for many seasons to come. Oh, and Prima Donnas of course.

Q: Take us through your beauty regime and name some of your favourite products to use?

A: I love Trilogoy ultra-hydrating cream and I can't do without my MAC Strobe Cream, which helps to lift your skin when it is feeling tired.

Q: The funniest thing you have ever seen on the catwalk?

A: A confused designer who did not one, but two laps of honour at the end of the show.

Q: The hottest trends to look out for this summer?

A: Well! Summer will bring gorgeous vivid colours and divine floral embellishments, roses and flowers on dresses, bags and coats, chunky bangles, belts and one of the big favourites will be scarves. Being a versatile accessory, scarves can be worn in the hair, around the neck, as a belt or to accessorise a bag. A little silk scarf has many uses, ideal for any summery occasion.

Q: Your favourite way to indulge?

A: My current favourite indulgence is brunch on a Sunday at Jack's Point, which is just out of Queenstown. Also, I love a glass of bubbly to celebrate a new season's range.

trend alert

Fashion reporter **Craig Lawson** brings his best-of-the-best trend alerts.

If you like everyone taking about your shoes then I have found just the pair. These bright coloured beasts look like they came from another world and are just so unique. The trend in shoes this summer is bright, bright, bright, so you can't go wrong with these open summer boots. The great mix of colour is just so different you will be the envy of all your friends. Made in Portugal with a dome strap and WOW, check out that killer heel. Stand out from the crowd this summer! Eject Marikos available from Goodalls, \$399.90.



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