

Liza Emanuele. Catch Her If You Can.

By Jane Swainson

Fashion Week, Sydney's annual April/May event was a bit of a let-down. Many of the big names had obviously been lunching at the same place and with some exceptions, there really wasn't very much to see that was new and interesting – unless you are really in to baby-doll dresses.

It was left to some of the newer faces on the block to inject some freshness and style into the event, and to the forefront of these stepped forth Liza Emanuele with her "Catch Her If You Can" collection. The clothes looked zippy, stylish and wearable. The girls modeling looked sexy, feminine and alive. The media pit positively tensed up and started paying close attention. And when it was over a spontaneous burst of applause, led by the ladies and gentlemen of the Press. Fashion lives!

Born in Adelaide, and abandoning earlier fancies of dancing or professional skiing, Liza took herself off at the age of 19 to the prestigious Instituto Marangoni in Milan to study fashion in Europe's most fashionable city. Combining study with work experience, Liza did stints with Trussardi, Lotto and Diadora, and was named the student most likely to achieve commercial success.

Returning to Adelaide after graduating, Liza began working with George Gross and Harry Who, one of Australia's most successful and enduring fashion partnerships.

It wasn't long before Liza launched her label IT GIRL. And she launched the old-fashioned way – from her Melbourne kitchen table. Her "hand-illustrated tees and clever denim items", to quote one story, were an immediate hit and a following soon built up.

A year later, in 2002, mentors George Gross and Harry Who, having seen the commercial promise, agreed to provide financial backing for her collections, and it was back to Adelaide and recognition as a South Australian Original.

In 2006 Liza was one of 7 Australian designers invited to show her work at Australia Week's "G'Day LA", Australia's blitz on a dozen export fronts. From there Liza went to London and launched her signature collection at Austrade's annual 'Australian Style' fashion event at Australia House.

Liza Emanuele's designs are all about modern femininity with a high-end look. The 100% Australian-made collections are created with a realistic vision of what women desire and need. They are fun, interesting and confident clothes that are versatile and utterly wearable. These are clothes that cry out to be taken to the races at the Spring Carnival, or out to cocktails in the evening, yet can be worn with aplomb in the office.

"I believe my clothes are full of personality and have a true glamour injection that my customer loves," says Liza. "I like to combine sharp styling with ultra feminine fabrics at a realistic price point."

From starting her dream at her kitchen table to having her pieces sold in some of the most fashionable boutiques in the world, Liza still has ambition. She says, "I'm still happy and hungry to show the world what a young South Australian woman with a dream can deliver". Go to www.lizaemanuele.com and see for yourself.

Liza Emanuele stockists include Ruby & Min; Eco D; Ello Moda; Wild Child; DD by Megan Salmon and Dale Michele in Beverly Hills.

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