

b e l l a b w e a r

Media Release

bella b wear presents funky, fresh body wear for the fashion savvy girl

Founded in 2002 by international fashion designer, Sydney-based Miriam Heatherich, **Bella B Wear** burst onto the scene creating huge excitement with their innovate collection of seamless garments, initially focusing on lingerie. A lace collection followed.

But seamless, it seems, is hot right now with customer demand leading to the latest and most impressive collection of seamless body wear on the market.

In fact, Patrick Ahern, Director of clothing brand Picnic says that the **Bella B Wear** rouched tee is consistently rated in their top five sellers.

“Seam free garments give you the freedom to move while providing support, and the unique stretch micro fibre is incredibly soft against the skin,” explains Miriam.

“Our latest collection reflects the demands of the modern-day woman, who wants more from her fashion; the woman who wants to look stylish without having to spend her entire pay packet on one garment; the woman who wants comfortable, easy to wear styles which can be worn everyday – from the office to after-work drinks and from the gym to the beach and even the bedroom.”

From classic basics that lend themselves to layering, to funky urban styles, the current range includes cami's, stylish self-striped tee's and cute halter tops in the latest spring/summer hues including red, pewter, apple and blueberry, black, white nude and chocolate.

“The new range of self-striped tee's are gorgeous and very flattering”, says Pamela Phillipps from *South Australia*. *“They are trendy, innovative and feel absolutely divine on.”*

But it's the rouched tee's and rouched cami's that are exceeding expectation and literally walking off the shelves.

“The entire **Bella B Wear** range is a must-have for everyone, no matter what age or what size you are. The styles – especially the rouched gaments – are amazing and make you feel and look stunning. The quality is second to none, right up there with famous designer brands, but the prices are extremely conservative. In fact, I can afford to outfit myself in **Bella B Wear** every day,” says Jane Ryan from Queensland.

Jayde Clarke from WA agrees:

“My bust is size 16F so for me comfort and versatility is a must! The **Bella B Wear** garments feel so beautiful on my skin and I also feel it's more supportive to have a camisole or tank under everything I wear.

“The cami’s also look great underneath a sheer top or work suit, and the square neck and 3/4 sleeve style looks fantastic with a pair of jeans. And best of all they can be worn all through the year providing warmth in winter, and as the garments breathe really well they are perfect for the hotter months.”

Miriam has created the unique **Bella B Wear** brand with the philosophy, ‘high-end European quality at a fraction of the price’.

And she is no stranger to the world of international high-end fashion. She has had her fashion brands in boutiques in New York, LA, Vegas, Canada and Japan and has presented her label at New York Fashion week in 2001.

But it is **Bella B Wear** label she is focused on now, with new and exciting collections coming out for winter, spring and summer 07.

Bella B Wear is stocked by boutiques nationally – phone 08 9388 1577 for stockist information or go to: www.bellabwear.com.

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