

Little chic aims for big growth

MELBOURNE: Little Tailleur is bracing itself for expansion. The frock-centred label has been showcasing its spring/summer 2008/09 range during Rosemount Australian Fashion Week (RAFW) which concluded May 2.

Designer and founder Georgette Tahche said the off-schedule showings marked the beginning of a new phase in her business. Recent months had seen Tahche mentored on a pro bono basis by business consultant Amanda Young – formerly head of the Australian Centre for Retail Studies (ACRS) – to re-align her operations, recruiting accounting and pattermaking staff in preparation for growth.

The label's off-schedule RAFW showings were intended to secure deals from interstate and overseas buyers, with a view to expanding its market.

Now in its third season, Little Tailleur is already stocked in select outlets including Melbourne boutiques Mien and Salt, Perth boutique Elle, Brisbane boutique Blonde Venus and the San Francisco and New York outlets of US boutique Elizabeth Charles.

"My aim now is to secure representation in Sydney as well as expanding interstate. Overseas expansion, possibly to Asia, is also a next possible step," she said.

Boasting 20 years' industry experience, Tahche started her career as a lingerie and corsetry designer before working in product development and senior womenswear design roles for Myer and Marcs respectively. More recently she worked in couture in Paris, where the Little Tailleur concept was "crystallised".

"Little Tailleur is characterised by a strong focus on silk fabrications, textured laces and European sensibility. I've kept the palette to sophisticated neutrals, but every season I highlight the collection with splashes of vibrant colour including



a "chilli" red-orange colour or rich loganberry and plum hues," Tahche said.

While focusing primarily on dresses, Tahche occasionally injected a "wild card" into her offer in the form of a couture suit or pants.

Priced around \$500 to \$950, the range

comprised 12 "exquisite", classic yet directional dresses. Tahche had kept it "deliberately tight" to reinforce her brand offer, she said. "It's certainly the kind of brand you would notice, and you're not going to see it everywhere."

Belinda Smart