

THANK YOU FOR HELPING MAKE 2009 A STELLAR YEAR FOR THE FLANNEL TEAM. HERE'S A SNAPSHOT OF OUR PROUDEST MOMENTS & THINGS THAT WE LOVE TO SHARE. BEST WISHES FROM US ALL FOR PEACE AND HARMONY IN THE FESTIVE SEASON AND NEW YEAR.

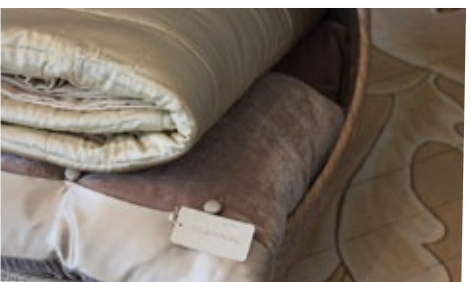


**SYDNEY FLAGSHIP STORE OPENS** The third Australian Flannel store opened in July this year to great excitement in the boutique precinct of Sydney's Queen St Woollahra. The unique store was previously an art gallery and has quickly drawn a strong following from among Sydney's fashion set, stylists, magazine editors and those in search of something individual. Sydney has always been the capital of laid back style & Flannel is proving a perfect fit.

47 Queen St, Woollahra. Tel: 9363 9998 Open 7 days



**SUMMER 09 COLLECTION** Heralded for its unique aesthetic, seamless construction and relaxed feminine style, Summer 09 was a reflection of the beauty of the Australian coast and its natural colour palette. The lace kimono was a standout and a favourite among the press & celebrities alike with celebrated Australian actress **Rose Byrne** and **Antonia Kidman** among those featured wearing pieces from the most recent collection. View the collection online [www.flannel.com.au](http://www.flannel.com.au)



**FLANNEL HOMEWARES** Our latest range of laid back luxe pieces for home and casual entertaining include European throws and cushions in printed silk, jersey & velvet in subtle hues. The range encapsulates **Kristy Lawrence's** personal design philosophy of simple beauty.



Winner of the New Generation Rockstar Award for Best New Designer  
 Rosemount Australian Fashion Week May 2009

**PRESS** The reception from press locally and internationally has been truly exciting.

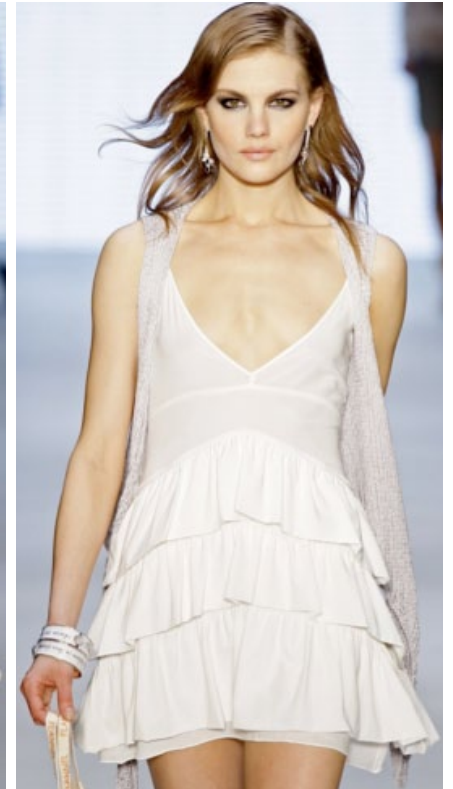
Flannel has appeared in **Harpers Bazaar, Marie Claire, Home Beautiful, OK Magazine, The Sunday Times, The West Australian, Sydney Morning Herald, The Age, The Financial Review, Silver, Flourish, Scoop, Ragtrader, the Post** and the fashion pages of Hong Kong's **South China Morning Post**.



With excitement building around the preview of the Summer 2010/11 range at RFAW's 15th anniversary year next year, it is an exciting journey for everyone at Flannel. Press enquires [cath@flannel.com.au](mailto:cath@flannel.com.au) (Syd) [georgie@flannel.com.au](mailto:georgie@flannel.com.au) (Perth)

## FLANNEL WINS NEW GENERATION AWARD AT RAFW IN SYDNEY

Celebrity Designer and **Rosemount Australian Fashion Week** judge **Alex Perry** was blown away by the Flannel collection and instrumental in ensuring Kristy was chosen as the festival's inaugural **New Generation Rising Star** "There was something about her range that was so beautiful and so beautifully put together, and there was no way that we could leave it in Australia, we needed to share it with the world. *It really was the highlight of the entire show.*" Great result!



## International success follows RAFW

### LOS ANGELES WELCOMES FLANNEL:

Owner and Director of LA's celebrity fashion haunt, **Fred Segal Fun**, Jackie Brander is well known for her eye for emerging design talent. She was part of the panel that picked Kristy to win the New Generation Designer Award at RAFW & is such a fan of the label that she has invited Flannel to have its own floor space at her LA retail emporium alongside some of the world's leading designers.



### STOP PRESS: FLANNEL SHOWS IN NEW YORK:

Following a whirl wind trip to LA and New York in August to meet with potential buyers Kristy and her husband and financial partner John were thrilled to appoint a US Sales agent, Ginny Wong Showroom and PR agency Kravetz and Co. The trip resulted in a quick turn around for the pair who headed back to show at **COTERIE**, one of the world's largest trade fairs. Now with a string of stockists across the US, Italy, the UK and Dubai Flannel is well on its way to cementing a reputation as an international success story.

## PERTH FASHION FESTIVAL

FLANNEL was invited to the Perth Fashion Festival in September this year and took the opportunity to present its award winning summer 09/10 collection to local buyers, press and clientele in WA.

The reaction to the parade and to the collection was instant and we are looking forward to continuing our ongoing relationship with the festival in the future.



## NEW THINGS WE LOVE AT FLANNEL

### THE RELAXED ELEGANCE,

subtle tones and organic shapes that are trademark of both the **MUD** ceramic range and the **Papaya** collection are a perfect fit to complement the Flannel collection.

Created in seaspray, milk, stone, ash and coffee hues, they are an irresistible treat for you or those that you love to spoil. In store now.



### FLANNEL WINTER 10 PREVIEW

The Flannel team let their creative juices flow while photographing the new winter 2010 collection featuring stunning new Perth modelling sensation Ebony.

Ebony's auburn mane and pristine beauty were captured beautifully in the new campaign which is set for release early next year.

Inspired by wild sea journeys of the past the collection features gypsy punched leather, fur boleros and fine velvets layered over washed silks. Winter 10 is our most exciting and comprehensive collection yet! Sales: [brooke@flannel.com.au](mailto:brooke@flannel.com.au)



### UNIQUE AND ECLECTIC,

Perth jeweller **Gabbi Kelly's** individual creations complement the Flannel aesthetic perfectly. Featuring silver, topaz, onyx, aquamarine and pearls, Gabbi's latest collection was inspired by recent trips to the WA North West and Mexico and can be found adorning the necks of some of Australia's most fashionable. Find them in all 3 Flannel stores.

## LATEST ARRIVALS IN STORE

Polli earrings, stunning & intricately beautiful neck pieces, jewellery and bracelets from Ayala Barr, funky leather pieces from Carly Paiker and the world's coolest Colab sunglasses have made Flannel a fertile hunting ground for chic gifts and unique accessories

FLANNEL 72 Angelo St, Sth Perth, 48 Napoleon St, Cottesloe WA  
47 Queen St, Woollahra, NSW. [www.flannel.com.au](http://www.flannel.com.au)

