

TALLULAH & HOPE





TALLULAH & HOPE
BRING THE GLAMOUR
BACK TO HOLIDAY
TRAVEL WITH
THE LAUNCH OF
THEIR CAPSULE
COLLECTION OF
QUIETLY LUXURIOUS
AND BREATHLESSLY
COVETABLE KAFTANS,
SCARVES, PAREOS
AND PONCHOS.

The freshness of this launch collection is its elegant simplicity and its refusal to bow to holiday wardrobe clichés. All previous incarnations of the kaftan have been refined to create four key styles that look and feel effortlessly chic both on and off the beach. Versatile and superbly weighted, the garments have been conceived with an amazing ability to glide from poolside to evening with the simple addition of our perfectly considered suede accessories or

scarves. Inspiration came from the faultless style of 1930's socialite Gloria Guinness and our perennial desire to channel the laid-back bohemian cool of the 1970's. The combination of classic shapes, perfect finish (exquisite pin hems throughout) and entirely exclusive, limited edition signature prints in the demure colours of the British coast and countryside make for the ultimate modern kaftan.

CAPSULE COLLECTION

PONCHOS

In keeping with the Tallulah & Hope manifesto (easy, elegant, useful and chic), we designed three ponchos as part of our launch collection. Pocket Poncho thigh-skimming with deep pockets in burnt orange cotton is a nod to 70s California, the Luxury Hooded Cape Poncho has a heady Halston appeal and skips blithely over the line of inarguably practical and fabulously glam by virtue of its volume and drape. Another double whammy of super-useful and super-cool is the Circle Cape Poncho in navy, belted or loose this is a poncho classic, we love it for its timeless design and exceptional style.

PAREOS

We have three pareos high-luxe, super-sized affairs (142cm x 170cm) which can be worn as the ultimate wrap, or gorgeous encompassing neck scarves. They will be your best friend both on and off the beach, insanely practical and super stylish.

Tallulah & Hope collaborated with Tazelaar Stevenson, artist and keen ornithologist, to create a limited edition artist print that beautifully compliments our signature Big Bird print. To achieve the perfect finish our pareos have been screen-printed and hand-rolled in Italy.

VINTAGE ASCHER SCARVES

Ascher, one of the world's most important textile houses, have teamed up with Tallulah & Hope to give them access to their archive of vintage neck scarves. Screen-printed in London by Peter Ascher in the 70's (founder Zika Ascher's son), the scarves are completely exquisite pieces with a phenomenal fashion pedigree; the timeless design and stunning colours of these prints sits perfectly alongside Tallulah & Hope's signature collection.

ACCESSORIES

Easy to pack and incredibly hard-working our suede accessories will take you from beach to devastating glamour. For 1920's elegance choose a Suede headband, for 70's glam cool try a Suede Long Tie Belt or just simply cinch your kaftan with a perfectly placed scrunchie to create a completely new silhouette. Our purpose designed Suede Scarf-Belts contrast brilliantly - sexily against the silk of our kaftans, attach your vintage Ascher scarf (or any scarf) to create a look of effortless elegance.

KIDS COVER-UP

This is an outrageously cute, irresistibly pretty kids' cover-up in a classic Ascher vintage floral print. It's a super-soft, loose fit piece made from highest quality cotton voile, and designed for easy on- and-off action. One size works as a beach dress or top for children aged between 2 – 4 years.



Pareo in Tazelaar artist print



Pareo in Big Bird print orange

NOTES TO EDITORS**ABOUT US**

Tallulah & Hope founders Lisa Ispani and Zoe Holborough met 10 years ago, when they were introduced by Lisa's husband, restaurateur Patrick Clayton-Malone. At that time Lisa (who had trained in law but abandoned it for the infinitely more alluring world of fashion) was a PR, and Zoe (who studied fine art at Chelsea Art College and St Martins) was a stylist and costume designer. They became instant friends; but continued to work independently on various projects. Lisa worked for years with Versace among other luxe clients and also helped launch new designers and brands. In 2006, she became freelance and worked with her husband's award-winning restaurant group Canteen and launched his visionary product design studio Very Good & Proper. Zoe, meanwhile, worked with Brit designer Russell Sage, Parisienne hipster and super-stylist Camille Bidault-Waddington, on award-winning TV programmes including Absolutely Fabulous and as a personal stylist to the Osbourne family. Three years ago, following the birth of her daughter, she launched Lady Sew and Sew, a local sewing class which rode the vanguard of the hip make-do-and-mend movement, and which quickly evolved into a scene – Zoe has held sessions at art previews and private events, and following an invitation from Josie Da Bank also has her own dedicated sewing tent at Camp Bestival.

In 2008, while on holiday with friends Lisa and Zoe began discussing dream holiday wardrobes – and envisaging the fantasy kaftan and capsule holiday wardrobe. It took Lisa and Zoe two years to perfect the collection: to research fabric, cut, production processes – and to design the backbone of Tallulah & Hope: the definitive holiday-wear pieces. In 2010, they made their fantasy kaftan collection. It was a labour of love, passion – and desperation – because ultimately, they were making pieces they knew they needed. You'll wonder how you ever survived without them.

ASCHER

Vintage Aschers scarves available at Tallulah & Hope. Zika Ascher quietly redefined the entire aesthetic of post war Europe with his extraordinary fabric designs, and his beautiful silk-screen prints. Over forty years – from the moment he and his wife Lida opened a fabric print shop in 1942 in central London, after escaping the annexing of their native Czechoslovakia – Ascher evolved a beautiful, chic, ineffably cool aesthetic. He collaborated with the greatest artists of the time. Matisse and Moore, Cocteau and Topolski worked with him on exquisitely printed head-scarves, and vast linen panels; later, Ascher would supply the biggest designer names of the day with his prints, Dior and Balenciaga, Givenchy and Madame Gres, Yves Saint Laurent, Mary Quant, Schiaparelli... The fashion houses looked to the

Aschers for inspiration for at least three decades. In one month alone, no fewer than eight covers of Vogue around the world featured Ascher fabrics. Zika Ascher wielded enormous influence over the signature style of anyone who was anyone in late twentieth century fashion. In 1987 the V&A held an impressive Ascher retrospective.

TAZELAAR STEVENSON

Designer of Tallulah & Hope's Limited edition artist Pareo. Tazelaar Stevenson was born in 1978 and lives and works in Brighton. He has been screen-printing since he was 16, and went on to study Printmaking at Norwich School Of Art And Design when he was in his early 20's. He currently directs and prints for fashion art brand NOKI N.H.S London. His work can also be found printed onto t-shirts for Whiteline's '09 and '10 collection.

HUDSON-POWELL

Graphic designers for Tallulah & Hope. Formed in 2005 by brothers Jody and Luke, Hudson-Powell is a design studio working in print, interactive and motion graphics. Both Luke and Jody studied Graphic Design at Central Saint Martins with Jody going on to do the Virtual Environments MSC at Bartlett School of Architecture. The studio's design principles focus on the dual development of concept and medium, with clients in the arts, fashion, education and business. The studio also works on self-initiated projects which have been shown at various exhibitions.

ACKNOWLEDGEMENTS

Tallulah & Hope would like to thank www.surfaceview.co.uk for their assistance in producing the stunning backdrops for our shoot and www.twentytwentyone.com for generously lending us some beautiful modern furniture pieces.

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LAUNCHING APRIL 2010

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