

FASHION

Tamara Mellon

From Jimmy Choo to designing her own line, the industrious Brit is shaking up the world of fashion

When Tamara Mellon set out to launch her eponymous label late last year, following the rules was out of the question. "I don't do seasons, I do monthly fashion closets," the designer and Jimmy Choo co-founder tells *Hello! Canada*. "You buy it today and you can wear it tomorrow, so you're not buying a coat in July and wearing it in October."

Taking risks is in her blood. The fashion tycoon grew up with an enterprising father, Tom Yeardye, co-founder of Vidal Sassoon, and her daughter, Araminta, 12, is already getting her feet wet. Here, we sit down with Tamara at Holt Renfrew to talk life lessons, Hollywood fans and meeting the Queen.

What was the biggest lesson you learned from your time at Jimmy Choo? Speak up. I think women don't use their voices enough and we don't believe in ourselves as much as men do.

Did your father share any words of wisdom with you? There are two things that I will always remember. He said, "Don't let accountants run your business" and "Lawyers always ruin deals." [Laughs] Also, what he really taught me is to think outside of the box and to be more visionary and a pioneer in what you do. He was very much like that as an entrepreneur.

Has your daughter taken an interest in fashion? She has an app on her iPad and she sketches on it. I take her on business trips and she sits in all of my meetings. We were in Paris doing design meetings and she sat through all of them and gave great, really smart comments! Then we went to the factories and she saw



how a shoe was made from beginning to end. Hopefully, it will just all sink in.

You met the Queen when you were awarded the Officer of the Order of the British Empire in 2010. What was that like? It was really exciting because you get a letter from the prime minister



telling you that you're going to be offered this honour from the Queen but you're not allowed to tell anybody. You have to keep it confidential for months! I was terrified to tell anybody in case it leaked. [Laughs] I have to say, the Queen was magnificent. Her skin had this glow and she stood there for two hours, never sat down. You have to go up and she pins your award on you and then you walk backwards because you can't turn your back on her. It was all the old pomp and glory of Britain.

The Tamara Mellon collection is available exclusively at Holt Renfrew in Canada.

Jimmy Choo is a Hollywood favourite. Do you expect the same reception for your new line? If celebrities want to wear it, I'd love them to wear it, of course, but I want it to be authentic and that's the only way I feel that it will validate what I do. Unfortunately, the system has become a very "pay to play" system and I just don't want that. I want it to be real. **H**

REPORT: JULIA SEIDL

FASHIONABLE COMEBACKS

Neither bankruptcy nor controversy can keep these designers out of the spotlight. Here's a peek at who has returned for 2014!

BY JENN MCNAUGHTON

VIVA LA JUICY

Juicy Couture founders (and best friends) who helped define "California cool" are making a sunny streak into the literary world with the release of their new book, *The Glitter Plan*. Pamela Skaist-Levy and Gela Nash-Taylor dish on what made them last long after the days of velour, and their new line, Pam & Gela.



A STAR IS REBORN

Despite his abrupt exit from Dior in 2011, controversial designer John Galiano has announced his return to the industry, joining Russian cosmetics company, L'Etoile, as its creative director. This isn't his first job; he designed muse Kate Moss's wedding gown and in 2013 did a residency at Oscar de la Renta.



BJ GETS AN A

After declaring bankruptcy of her namesake Betsie Johnson empire in 2012, Betsie returns with a new active-wear line to cartwheel down the runway this fall. Ideal for the style-savvy fitness fan, the collection titled "BJ Kicks A" features peplums and bows, mixing performance and punk in true Betsie fashion.

