

■ styletime

Davenport goes global

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AS designer Liz Davenport prepares to close down her Nedlands headquarters, she is already taking flight with a whole new international direction.

In-flight shopping, duty-free sales and cruise liner “Trunk Shows”, are all part of her new business plan, after 40 years of largely Australian-based business.

Liz said: “What am I doing working in a population of 23 million, when I can be working in a population of billions. If you’ve got a product that can compete, then get out there and compete.”

She said that Australia was no longer conducive to business and retail was struggling more than ever in her 40 years of business.

“It is with disgust and disappointment I move away from Australia to embrace the bigger picture overseas,” she said. “Parliament has descended into a slanging match of confusion and fails to govern in this area.”

Over the years she has reduced her 14 Australia-wide stores to two – one in Applecross, Perth, and Emporium in Queensland. She is still undecided about a second Perth boutique.

Her Boutiques in the Sky concept replaces shops with monthly

boutique-styled presentations in hotel suites – currently Sydney’s Hilton Hotel, Melbourne’s Hotel Como and Hobart’s Wrest Point Casino – where stylists demonstrate Liz’s wardrobe-building concepts.

With a factory in China, and a German agent, Liz is currently setting up a range of “wearable art” gift products in airport duty-free shops and for in-flight shopping.

Qantas and Swiss Air are already on board with her range of silk scarves and wraps. Over the next two years, her target is to supply up to 20 airlines, 30 cruise ships and 40 duty-free boutiques with her designs.

For decades Liz has been teaching the secrets of smart packing. Her fun and informative Trunk Show presentation will now be on cruise liners, showing passengers how to pack a month’s wardrobe in a cabin-sized bag. Davenport stylists take 22 colour co-ordinates and transform them into at least 200 different looks for every occasion and every climate. Her Cruise collections will be available in boutique stores on board the luxury liners.

The mother-of-four and Order of Australia recipient will continue her philanthropic Catwalks for a Cause fundraising fashion parades.

Her collections are all now online: www.lizdavenport.com.au



■ Airlines are already carrying Liz Davenport’s versatile “wearable art”.