

LIZ DAVENPORT

LIZ DAVENPORT - GENERAL HISTORY

Liz Davenport started out in 1972 as a fashion agent in Perth, Western Australia. Within three years Liz had created her first signature collection. By 1979, her designs were available in more than 300 boutiques and department stores throughout Australia, Singapore and New Zealand. Signature stores followed in top fashion locations around Australia as well as on London's Bond Street. In 1980, she was named Australia's top fashion designer receiving the Grand Award from the Fashion Industry of Australia. This was followed the same year with an "Advance Australia" award for contribution to Australian lifestyle through fashion.

Today, still with stores nationwide and with plans to expand internationally, Liz Davenport remains one of Australia's most successful fashion designers and business women.

In her 40 year career Liz has dressed actresses, royalty, judges, musicians, television presenters and politicians alike. She has been invited to design collections for such historic events as Miss Universe pageants, the America's Cup and the opening of the Stockman's Hall of Fame in 1988. She has also accepted an exclusive invitation to create exquisite gowns for the Queen of Thailand, HRH Queen Sirikit for the nation's silk festival parade – a landmark event on the nation's fashion calendar.

In her unrelenting quest to design intelligent clothes for intelligent women, Liz Davenport has become famous for

two original fashion concepts that have revolutionised the way women dress. Her *Miracle in a Suitcase* comprises 22 pieces that can be worn an astonishing 300 different ways. So popular is the concept, it was recently featured on *A Current Affair* as "clever couture" – timeless fashion combining comfort, versatility, easy care, style and affordability.

The other popular design dynamic is Liz's fail-proof "four piece principle". The concept is based on four garments - a sleeveless top, skirt, jacket and pants – all in one colour. Their monochromatic magic instantly gives the illusion of height and slimness. The garments can be worn with more block colours and coordinating prints. The four piece principle is available in signature pedigreed superfine Australian merino wool jersey.

Not one to slow down, "I don't know where the stop sign is!" laughs Liz. Exciting future developments for the Liz Davenport label include colour-coordinated lingerie, luxurious sleepwear, accessories and stylish travel luggage. Liz has published her contemporary autobiography *Liz: A Life of Colour*.

"The next decade will be very exciting. I feel greatly privileged to have had 40 successful years in the fashion industry but there is still so much more that can be done".



Grand Award,
Australia's Top
Designer 1980



Advance
Australia Award



Most Outstanding
Women's Wear



Fashion Walk
of Fame Plaque



Order of Australia:
Service to Fashion
Industry & Community



Most Inspiring
Woman 2011



Launch of
book: Liz A
Life of Colour



Recognised as one
of Australia's 100
Women of Influence