

Fashionista inspires women

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AUSTRALIAN fashion designer Liz Davenport was guest speaker at the Small Business Centre Mid West's Women Inspiring Better Business breakfast at the Provincial on Wednesday.

The Perth-based fashion designer spent 14 years of her life in Geraldton, including three seasons at the Abrolhos Islands as the wife of a rock lobster fisherman.

Before becoming an internationally-renowned fashion designer, she was known as Beth Muir and was a teacher at Bluff Point Primary School.

Ms Davenport rejuvenated her association with Geraldton recently after being asked to be a patron of the Regional Clinical School.

Ms Davenport said she was taking this opportunity to speak to local businesswomen to show them that just because they were from a regional town, there were no limitations to their success.

With no formal design training, but a passion for sewing, Ms Davenport moved to Perth to launch her career in the fashion industry.

That was 38 years ago and since then she has opened boutiques in every capital city in Australia and run a boutique on Bond St in the West End of London for eight years, home to some of the most expensive fashion shops in London.

Ms Davenport was awarded the Order of Australia for her services to the fashion industry and the community last year and will launch a new book on August 1, followed by a magazine series.

She spoke candidly about her opinion on magazines in the market place.

"I believe magazines are total crap.

"My magazine series will not have cooking in it, it will not be about Angelina Jolie or Miranda Kerr, it will be about fabulous people in society and how we can be humanitarian and help in this world," she said.

Local businesswomen were treated to



Minds meeting: Liz Davenport and Gail Metcalfe. Pictures: JESSICA MILLWARD

a fashion parade of the latest collection of Liz Davenport designs.

Ms Davenport described her designs as classy, ageless, easy-care, inexpensive and functional.

"Clothes are an intrinsic, underpinning element that empowers us to be better," she said.

Ms Davenport said she was in Geraldton to help inspire local women to try even harder to make their small businesses a success and finished with some poignant and heartfelt words.

"Know your ability and believe in yourself.

"Don't set boundaries. Take every opportunity and never let anything get in your way, you never know where it is going to lead," she said.

Mid West Small Business Centre chief executive Gail Metcalfe said it was a real coup to have such an internationally-renowned businesswoman as guest speaker at the event.

Ms Metcalfe said Ms Davenport's stories about her life and business experiences would inspire local women to believe they could achieve their dreams.



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Grab A Bargain!



Beresford,
2 Bishop Court

4x2 with 2 living area's
Sale \$599,000
View Sunday 11.00



Wandina,
71 Bellimos Drive

4x2 with huge patio
Sale \$495,000
View Sunday 2.00



Greenough,
Company Road

55 hectares, mill and tank
Sale \$550,000

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