

Australian Fashion Label “Oneteaspoon“ with Collection Fall/Winter 2010-11 at BBB

Among all the big mainstream labels at the Bread & Butter Berlin (www.breadandbutter.com) from 20 to 22 January in the historic airport Tempelhof there are also small foreign brands looking for new contacts; they are very well able to compete with the about 600 brands with their special fashion style.

One of these brands is the Australian fashion label Oneteaspoon (www.oneteaspoon.com.au) with the young designer and foundress of the company Jamie Blakely (30) with headquarters in the Australian Sydney. The brand has, together with their marketing company Komet und Helden, decided for the BBB since the location has a good atmosphere and the fair generally emanates a positive mood. Also because of the well mixed high-quality audience: purchasers, journalists, stylists.

The brand Oneteaspoon excels through light fabrics, new cuts and unusual t-shirt prints. The collection fall/ winter 2010-11 is presented at the international fair place Berlin in two lines. “Nothing Else Matters“ is inspired by the early nineties. With the model Emma Balfour the team around Jamie Blakely has brought an icon on board of the Oneteaspoon-ship. She represents the Grunge-Look of the label natural as well as cool. The second women-swear-line comes under the name of “The Love Affair“. It is softer than the collection mentioned first and tells about the feeling of first approaching, passion and love.

The colors of the fall/ winter-collection 2010-11 are indigo-blue, sulfur-pink, titan-grey, gold, vintage-white and black. Fabrics like jersey, leather, cotton and recycled jeans are combined. The recycled jeans are the key-items of

the collection. Also gloves, especially with a long arm, playful bodys, hand-embroidered bodices and coarse knit as dress and cardigan create the Oneteaspoon-look. The selling prices range from 50 EUR for shirts up to 350 EUR for leather articles. Old jeans stockware is taken apart and newly combined to a new style. Besides the cool optics this process has also an ecological effect. The old jeans fabric is nice and soft and gets by taking apart and putting back together again a wild look – pimped with sequins and riveting.

The Australian lifestyle-label was founded in 2000 by Jamie Blakely. In the same year the streetwear-chain General Pants ordered the first parts of her collection. There were only 10 exhibits initially, however, they were sold immediately with success. In the following years celebrities like Mischa Barton and Nicole Richie discovered the unusual style of this collection. A big shop of the brand is located in the department store Oxford Circus London. The product palette includes besides women-swear also sandals/ shoes, sunglasses and beach wear.

Oneteaspoon has grown constantly over the past years and has also opened up the market for accessories – despite the worldwide finance- and economy crisis. In July 2007 the designer met with the international producer of sunglasses, Le Specs, and created together with him a limited edition of a summer collection of high-quality fashionable shades. The young fashion designer has found for herself the perfect means against the crisis: “to think positively outside the box“. At the beginning of the crisis the collection fall/ winter 2009-10 was called “The Storm“ and the following one

"Good Times". Everything the designer experiences flows as inspiration into the collections. Her style is nonstandard and non-conformist.

On the fifth continent her clothing parts and accessories are available in more than 200 shops nationwide including General Pants Co.. There are also two own boutiques, one in Bondi/Sydney, the other in Perth, the capital of Queensland. The designer showed her collection even on the Mercedes Australian Fashion Week in the Circular Quay in Sydney. The

company exports from Australia to Europe (Great Britain, Scandinavia), Singapur, USA, Canada and Japan. In Germany trailblazers like 14oz, Abseits, Pool, identita italiana and speak easy denim-bar sell already the Australian brand Oneteaspoon, which can be bought under the roof of the fashion- and marketing agency Komet und Helden GmbH, Munich (www.kometundhelden.de).

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