

BAZAAR promotion

BIRTHDAY BLUES

Cult AUSTRALIAN DENIM label NOBODY has been a creative fashion force for 10 years. And its new HERITAGE COLLECTION is the **HAPPY BIRTHDAY ... TO YOU.**



Opposite page: Nobody Billy Shirt in Gaol, \$180; Jackaroo Short in Repaired, \$320.
Right: Jackaroo Jean in Repaired, \$400.
Below: Banksia Dress in Heritage Blue, \$360.



AUSTRALIAN ICON

The avant-garde label, which in its 10-year history has made simplicity an art form, consistently blurs the line between artistic expression and fashion. Like Nobody's Fitzroy, Melbourne flagship, which is part gallery, part boutique, part interactive experience, the new Nobody Heritage Anniversary Collection is bold in its vision; completely without attitude; free-spirited and unique. **HAPPY BIRTHDAY TO A TRUE AUSTRALIAN ICON.**

For all Nobody stockists and enquiries call (03) 9486 9477; www.nobody.com.au

Left: Nobody Billy Shirt in Bleach Blue, \$230; Jillaroo Jean in Repaired, \$300.
Below: Wattle Singlet in Moonlight, \$180; Rebel Leggin in Indigo, \$250.



NOBODY DOES IT BETTER

For the past decade, Australian denim label Nobody has maintained a commitment to innovation, experimentation and creativity. The result? Nobody's signature five-pocket jeans in a variety of washes and finishes guaranteed to flatter.

And now it's time to say happy birthday to the label which has grown from a fledgling operation in the laundry of brothers John and Nick Condilis's Melbourne family home to arguably Australia's premier name in denim.

The Nobody Australian Heritage 10th Anniversary Collection celebrates the milestone with a range of vintage-inspired pieces that are feminine and fashionable, but never obvious or ostentatious.

In keeping with the brand's "no design hero" mantra, the new Heritage collection is deliberately anonymous. Who needs look-at-me logos and slavish styling when you can instead have all the elements that have made denim such an enduring option: classic shapes, perfect fits and handcrafted customisation? Nobody doesn't need to prove it's somebody. The jeans say it all.

Nobody also knows that to look forwards sometimes you need to look back. As a result, the new Nobody Heritage 10th Anniversary Collection uses colours and fabrics with a distinct nod to Australia's pioneering spirit and innovative heritage. Think unfussy construction with a vintage feel; authentic dyes and simple yet sensual shapes. Colours are strong, rich and timeless. Washes are classic and covetable. Finishes are at once familiar and yet fashion-forward. To put it simply, Nobody understands denim like Nobody.

