

# sunstyler

\*edition 2\*

NEW  
LOOK

*Top  
Celine  
Styles*

**PHOEBE PHILO**  
*and her success*

**LEGEND**  
**Joan Didion**

**GET TO KNOW**  
**CÉLINE**

KNOW YOUR BRANDS

sunglassstyle



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# The Stats

**Founded** 1945

**Founder** *Celine Vipiana*

**Headquaters** *Paris, France*

**Creative Director** *Pheobe Philo*

**Country of Origin** *France*

**Facebook Followers** 284,585

Whos wearing

# CÉLINE



Mary Kate Olsen



Khloe Kardashian



Kim Kardashian



Miley Cyrus



Kate Bosworth

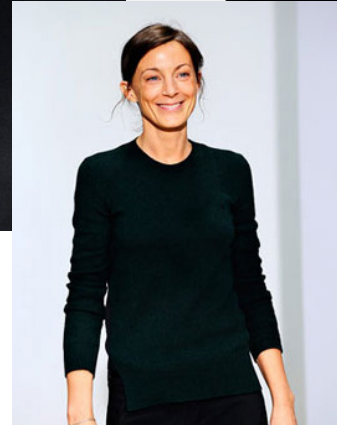


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# Celine Vipiana

Celine was formed in 1945 by Celine Vipiana and her husband. It first began as a children's made-to-measure shoe business so was quite different from the brand we see today. It was the sixties when they began to expand by branching into adult footwear, handbags and a womens ready-to-wear collection.

After World War 2 Vipiana predicted that demand for luxury goods would bounce back and so had successfully managed to establish her brand in that returning segment. During the 1970's Celine emerged as an international luxury brand by opening stores across the world.



Vipiana remained at the helm of the business until 1997 when she left and Michael Kors stepped in as womens ready-to-wear designer and creative director that same year. This came just after the brand was acquired by the LVMH group who also owns Dior, Fendi, Marc Jacobs, and many more. Michael Kors stayed with the brand until 2004 and it wasn't until 2008 that current creative director Phoebe Philo took charge and led the brand into the success that it has seen today.



## Style

The reputation Celine has gained over the years is based off the excellent quality of all their products from their bags to the ready-to-wear clothing and of course the sunglasses! Vipiana was known for her eye for detail and love of different fabrics and textiles which was portrayed through what she created. Throughout the brands history decisions have been made with an independent, feminine and discerning woman in mind.



# Hot Right Now

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- CL 41805 New Audrey  
\$459.90



- CL 41053 Baby Audrey  
\$549.90



- CL 41054 Large Original  
\$549.90

Celine is currently stocked in Riccarton, Manners Mall and Sylvia Park.



## Joan Didion

Prolific writer and unflappable legend Joan Didion has been hand-picked as the new face of Céline for Spring/Summer15, alongside French ballet dancer and choreographer Marie-Agnès Gillot and British model Freya Lawrence. The definition of graceful ageing, Didion is lensed by Juergen Teller sporting a pair of sunglasses from the collection. Taking her infallible sophistication full circle, a portrait of a nonchalant Didion by Julian Wasser for Life magazine also served as inspiration for a shot in the brand's resort campaign.





A black and white portrait of Phoebe Philo, looking directly at the camera with a serious expression. She has dark hair and is wearing a light-colored jacket over a dark top. The background is a neutral, light gray.

# Phoebe Philo

- Creative Director

Phoebe was born in 1973 in Paris, France and was then raised in London by her father who was a surveyor and mother who is an art dealer and acclaimed graphic artist who helped to create David Bowie's Aladdin Sane album cover. At the age of 14 Phoebe began to customise her own clothes after receiving a sewing machine as a birthday present from her parents. She then studied at Central Saint Martins College of Art and Design in London graduating in 1996 a year after Stella McCartney who she became a design assistant of after she graduated with the brand Chloé in Paris. After Stella McCartney was offered by the Gucci Group to start her own label Phoebe moved into the position as Creative Director in 2001.

Phoebe was there for 5 years until in 2006 she left Chloé and took a break from the industry all together to start a family. It wasn't until 2008 when she returned to work when LVMH offered her a job as Creative Director and board member of Celine which she would be able to do by working from London.

## Her Awards

Philo was appointed Officer of the Order of the British Empire (OBE) in the 2014 New Year Honours for services to fashion.

- 2011: "International Designer of the Year" by the CFDA
- 2010: "British Designer of the Year" by the British Fashion Council
- 2005: "British Designer of the Year" by the British Fashion Council