

Media Release

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Poppy Lissiman collaborates with Atlas Pearls

South Sea pearl jewellers, Atlas Pearls and Perth's leading fashion and accessory designer, Poppy Lissiman have collaborated on a collection with proceeds supporting Fashion Council WA.

Following her win in the Western Australian Fashion Awards Fine Details category in March, Ms Lissiman was invited by Atlas Pearls to create a jewellery line, with her own unique take on highlighting the pearl.

And so the *Eye Sea You* collection was borne – one that re-invents the pearl strand with a modern twist.

Critical to the collection, was Poppy's desire to make the Atlas South Sea pearl the focus of this contemporary, accessible and fashion forward jewellery line.

Her collection proves pearls are gems that can be both classic and cutting edge for all ages.

Ms Lissiman learnt to love and appreciate pearls during the process of creating fine jewellery with Atlas.

"I think collaborations are a really great way to challenge not only yourself as a designer but also by showing your customers something they might not have considered before and cast a new light on it," she said

"I've always been fascinated by jewellery making but my previous experience was more with costume jewellery. I had never seen fine jewellery being made so it was very special to see the skills and tools it takes to execute a design at that level."

"Atlas has been so welcoming and open to share as much as possible with me about their business and process. Seeing how they grow their pearls and create their jewellery collections has been really enjoyable."

Mr Pierre Fallourd, Atlas Pearls CEO enjoyed working with Poppy on this collection,

which sees part proceeds of the sale of each item from *Eye Sea You* going to Fashion Council WA to assist WA fashion designers expand and profile their talent and business.

“At Atlas Pearls, we pride ourselves on celebrating the uniqueness of the pearl and the individuality of a diverse group of designers,” he said.

“The creation of limited edition capsules like *Eye Sea You* allows us to work with some incredible and eclectic artists.

“It has been an absolute pleasure to work with Poppy during this process. She has certainly created something dynamic and fresh and it has been wonderful to see her appreciate and interpret the beauty of the South Sea pearl.”

For more information on Atlas Pearls go to www.atlaspearlandperfumes.com.au and for Poppy Lissiman go to www.poppylissiman.com

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Fashion Council WA was established as a governing body and association to nurture, advocate and further the interests of WA Fashion Industry. Over the last decade PFCI t/a Fashion Council WA has raised funds to facilitate and support the Telstra Perth Fashion Festival, the WA Fashion Awards and other industry events.

Through the Fashion Council WA we will provide opportunities for local designers to achieve commercial and cultural success, media coverage and creative excellence. We will advocate for positive change and progress within the industry, unearth new talent, and foster strong relationships with government partners, sponsors, designers, retailers and creatives. We will champion progressive and dynamic innovators that our shaping the industry and drive attendance at our events to build local networks and opportunities.

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