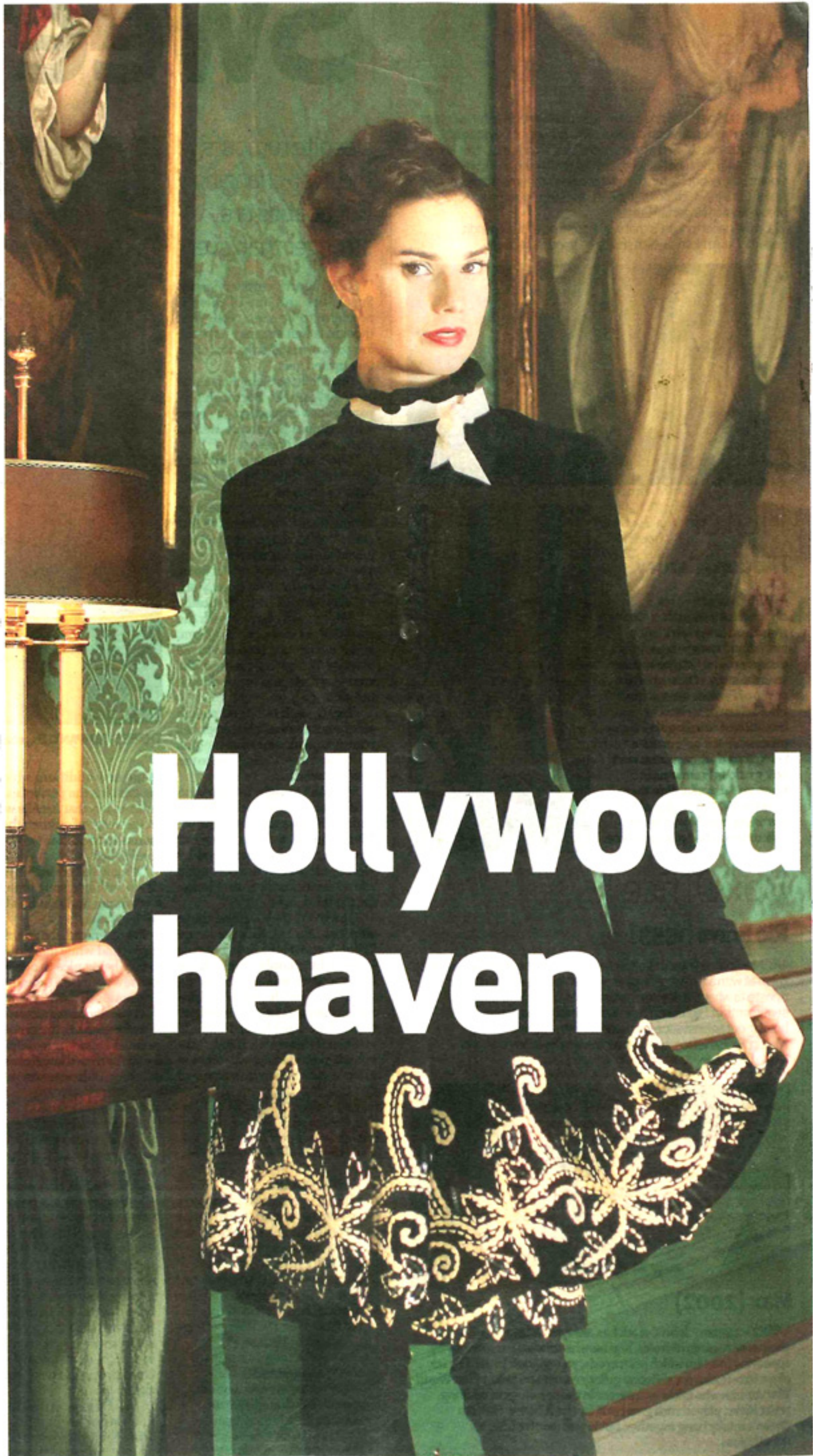


PUB : Herald AM
REF : Deborah Veale
DATE : 9/10/07



Hollywood heaven



OPPOSITE - Black velvet frock coat with cream sequined embroidery, €675 from Deborah Veale
ABOVE - Cobalt-blue silk satin top, €210; black faux snakeskin skirt, €275 from Deborah Veale
ABOVE RIGHT - Dark blue silk dress with black sash, €290; green hand-embroidered coat, €650 from Aideen Bodkin.
RIGHT - Cerise pink crop jacket, €295; jade silk satin empire line dress, €365 and pink boots, €255, all from Deborah Veale
BELOW - Cerise duchesse satin princess coat, €665; black embroidered chiffon shift dress, €535 and black boots, €255, all from Deborah Veale



PHOTOGRAPHY: Frank McGrath Jnr
STYLIST: Bairbre Power
MAKE-UP: Aisling Eyre using Artdeco
HAIR: Jenni Crawford-Kazumi
 ■ For stockists, please contact: Deborah Veale at 01-2144536 and Aideen Bodkin at 01-8260269

THERE are those who trawl the rails, repeatedly going back to the same old reliable labels that once, famously, delivered that wow dress the customer is still dining out on. And then there are the others, the canny, fashion-savvy shoppers who like to look different season after season.

Dublin-based designer Deborah Veale can deliver on the latter. Indeed, her latest collection, which was showcased to a celebrity-studded audience along with fellow designer, Aideen Bodkin at Dublin Fashion Week, made many cynics sit up and take note.

Deborah was the designer who drew my attention to cerulean blue, that mesmerising blue that the Meryl Streep character in *The Devil Wears Prada* refers to when attempting to educate (ridicule too) the greenhorn Anne Hathaway.

That cerulean blue in stunning satin was worn by Kathryn Thomas to the VIP awards and as a big fan of Deborah's, she was sitting front row at the DFW show and her shopping list started with those pink faux suede over-the-knee lace-trimmed boots. Boy, these are humdingers - not sex kitten, *Pretty Woman* boots, but comfortable, functional, wow boots at €255.

Deborah Veale's collection for A/W 07 is inspired by the glamorous

1930s and 1940s Hollywood, encompassing the richness of the season's fabrics.

She embraces the luxurious fabrics with the soft draping and signature sleek tailoring for which she is so famous, and she fused these talents in every garment, all of which exude femininity. Deborah designs with professional women in mind. Her tailoring brings style and sophistication into the office with the sleek pencil skirt or wide trouser.

Following their success at recent international shows, including Pure in London, Deborah and Aideen displayed absolute versatility.

Aideen Bodkin, meanwhile, features strong silhouettes for A/W 07, including tailored suiting with nipped-in waists, high-waist relaxed tweed trousers, which look great worn with oversized chunky plaid coats, and for special occasions she has a range of hand-embroidered and delicate lace dresses.

Aideen uses aubergine and dark grape shades, wonderful petrol and teal blues, and safe winter white and black with highlights of crimson and bubblegum pink.

The overall mood is of understated feminine glamour styled with hints of the 1930s and 1940s throughout the range. With Aideen's black/gold lace dress over teal blue underslip, you achieve just the right amount of drama. Cinch it in with a black leather belt and matching black leather boots, and you have a great a.m. look.

- BAIRBRE POWER

