



Primrose & WILDE

2016 media kit



Founded in 2015 and located in New York City, Primrose & Wilde is a private-client fashion label producing bespoke day-to-evening wear for women who require as much precision in their clothes as they do in their daily lives.

The Primrose & Wilde customer is a trendsetter who seeks to express her uniqueness by customizing each collection with the silhouette, buttons, colors and fabric of her choice. Clients order directly from the studio, from personal stylists at exclusive trunk shows or online at www.primandwilde.com.

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3 seasons
established
May 2015

Currently offering 2 customizable collections per year, Spring/Summer, Autumn/Winter. In three seasons, Primrose & Wilde has built a base of 25+ active private clients. Personal stylists engage clients in the New York City area in invitation-only trunk shows. Studio visits are by appointment only Monday-Friday.

Primrose & Wilde's mission is to create customizable day-to-evening collections that excite and captivate the imagination of influential women who demand as much luxury, precision and individuality in their wardrobe as they do in their busy lives.

British born Clare Tattersall started designing when she was six years old. In 1987 at 22 she launched her eponymous line in Tokyo's fashionable Shibuya district with sculptural designs that used wire to create shape within the garments. Customers contacted her for custom versions of each design.

After moving to the USA to attend theatre school, she worked for 11 years as a costume designer, playwright, and award winning writer while designing dresses for clients who requested custom unconventional wedding dresses.

Awards:

2005: *Golden Beacon Award for Overall Excellence in Educational Marketing*: Association of Educational Publishers

2006: *SUMMIT International Creative Awards*: Silver.

2006: *Golden Beacon Award for Overall Excellence in Educational Marketing*: Association of Educational Publishers

In 2009, using her knowledge of pattern-making she partnered with her software-engineer husband to create a fashion design software and launch a fashion-tech startup, ThunderLily.

As a fashion tech entrepreneur consulting with designers and factories and interfacing with wealthy, successful women who have a disposable income and a busy schedule, Tattersall noticed a niche opportunity -- Primrose & Wilde was launched for "influencers" -- busy, successful, type-A women who demand as much efficiency, precision and style in their wardrobe as they apply in their daily life.

- May 2015 Launched Primrose & Wilde online to provide day-to-evening wear for women who require as much precision in their clothes as they do in their daily lives.
- June 2015 Clare Tattersall started taking the collection directly to clients with colleagues and friends privately organizing trunk shows in homes to engage directly with customers and make shopping a social experience for women who need to multi-task their lives.
- October 2015 responding to demand, started offering unique bespoke options for clients, allowing them to customize the silhouette, buttons, colors and fabric of her choice for a unique garment.
- December 2015 expanded into international market with exposure in UK: invited to be a one of 10 designers chosen for the launch issue of Unseen Online a UK Editorial shopping experience.
- March 2016 partnered with professional stylists Fashion Loves Style to work directly with clients to create wardrobe selections based on analysis of their unique body-type and color group.
- May 2016 opened our doors to studio tours and appointments.



Clare Tattersall

founder | designer | entrepreneur

Clare Tattersall combines 7 years of fashion-tech startup experience with 20+ years as independent fashion designer and 20+ years as an award winning writer together to create a collection of bespoke clothing for opinionated women who require as much precision in their clothes as they do in their daily lives.

Clare is founder and designer of Primrose & Wilde, she designs, drafts patterns and sews samples. Garments are manufactured in NYC. She fulfills every role from CEO to janitor.

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Sizes range from 0-20 with custom-sizing, choices of fabrics and custom details available.
Complimentary shipping in the USA
Orders can also be placed online at www.primandwilde.com
Inquiries hello@primandwilde.com

Clare Tattersall is the founder of Primrose & Wilde, founded in 2015 in New York City. Primrose & Wilde is an innovative direct-to-consumer fashion label producing bespoke day-to-evening wear for women who demand as much precision and style in their wardrobe as they do in their busy lives.

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CONTACT

www.primandwilde.com

email: hello@primandwilde.com

phone: USA 646.580.5817

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