



Primrose & WILDE

## BIOGRAPHY

### Clare Tattersall | Primrose & Wilde

British designer in New York Clare Tattersall launched Primrose & Wilde in New York City, May 2015 to produce bespoke day-to-evening wear for women who require as much precision in their clothes as they do in their daily 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, Tattersall explored a career as a costume designer from (Off-Broadway to independent films), playwright, and award winning writer while designing dresses for clients who requested custom unconventional wedding dresses. From 1998 to 2009, she blended two of her first loves in a dual career: freelancing alternately as a writer and fashion designer. The result is a broad experience — from writer for Chanel and Marie-Claire Magazine to merchandiser for Izod, to stints as a freelance assistant designer at major houses such as Ralph Lauren.

Tattersall was hired for five years as Creative Director at GSUSA where she won several awards for her advertising campaigns. In this position, executives from Disney contacted GSUSA to find out who was the “creative genius” behind the “Defy” campaign.

#### *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 construction and 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.

Designer and owner, Clare Tattersall, is the solopreneur at Primrose & Wilde's studio in New York City, fulfilling all roles from CEO to Janitor.

Primrose & Wilde collections are available for purchase online at [www.primandwilde.com](http://www.primandwilde.com)

#### SOCIAL MEDIA OUTLETS:

Instagram: [www.instagram.com/primandwilde](http://www.instagram.com/primandwilde)

Facebook: [www.facebook.com/primandwilde](http://www.facebook.com/primandwilde)

Twitter: [www.twitter.com/primandwilde](http://www.twitter.com/primandwilde)

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