

CLOTHESLINE

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MEDIA RELEASE

Clothesline Collection - celebrating 30 years and set for 30 more

Christine Lougher is celebrating 30 years as owner and front-woman of Clothesline Collections, a women's fashion boutique in Havelock North, by bringing in a business partner, her daughter.

Tennille Flood has bought into the business that she has grown up with and that has helped shape her style sense over the years. She was 11 when Christine purchased the business, and over the years has done her share of support from the wings, unpacking new season garments as a high schooler, filling in for ill staff, modelling at Clothesline seasonal shows, and generally bouncing fashion ideas with her mother.

For Christine, Tennille's purchase into the business was never a forgone conclusion but has evolved over more recent times as her daughter has settled into motherhood and life in Havelock North.

"Tennille has always shared my passion for fashion and style, so it's not surprising her career has seen her working in the industry, both in New Zealand and London," says Christine. "It probably shouldn't have surprised me I guess, but when I decided that it was time to ease back a little, Tennille was looking to step up into business ownership. It was a very natural progression."

Prior to joining Clothesline on 1 September 2017, Tennille worked at Lolita for Shoes in Havelock North, and prior to that for Popsie, an accessories business owned by Havelock North woman, *Pam Robbie*. While living in London, Tennille worked at various Fashion Week events and in fashion show production, and in fashion wholesaling.

She admits, "I have a lot to learn from Mum, and I'm really excited about what we have planned for Clothesline. I'm looking forward to bringing fresh eyes and a younger aspect to our buying and way of doing business, but always building on the trust that Clothesline clients have in Christine's experience and taste."

Over her 30 years helping to dress Hawke's Bay women, Christine says she thinks that New Zealand women have become increasingly more confident in developing a sense of style rather than being slaves to fashion.

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"I think women in their 50s today are much younger than their mothers were at the same age; women are taking more care of themselves and don't see themselves defined by being 'Mum'. They're travelling more and reading international fashion and design magazines; we are all much more sophisticated now.

"While New Zealanders have a more relaxed lifestyle, we are certainly not behind in our fashion sense, we have certainly caught up with the world's fashion centres over the past 30 years."

She believes that fashion is about fun and encourages her clients to come with plenty of time to play with different looks to add a twist to what's already in their wardrobe. To this end, her personal consultations by appointment are popular and it's not unheard of for a woman to arrive with a suitcase full of clothes wanting Christine's fashion eye.

And now Tennille will be offering that same but younger, discerning eye.

ENDS

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