

# *Pretty Ballerinas*

## **Pretty Ballerinas collaborates with Style Bubble's Susie Lau**

The UK's favourite footwear brand, Pretty Ballerinas, is delighted to announce its partnership with the inspirational and fashion forward blogger Susie Lau, whose daily musings on 'Stylebubble' has garnered worldwide acclaim.

The AW11 campaign sees British born Susie Lau celebrating London and British eccentricities, complemented by a backdrop of iconic landmarks such as the Houses of Parliament and the streets of Soho by night. A branded pink mini perfectly captures the playful mood of the new AW11 collection.

This inspired collaboration sees a meeting of minds and creativity. Susie Lau, one of the first bloggers to be recognised by a hard-to-please fashion industry has built her career on embracing her individualism and style, inspiring others with her posts ranging from her love of new up and coming designers to her daily diary of outfits. She has maintained her loyal followers and is seen as an accessible fashion icon, popping up on 'front rows' all over the globe.

Pretty Ballerinas has once again designed a quirky, spirited collection of ballet pumps evoking a luxurious yet joyful mood. The range incorporates bold graphics, animal prints, patent leather and for the first time, fluorescent hues (modelled by Susie Lau), all in eye-catching, unique designs. Proving that 'diamonds really are a girl's best friend', the AW11 collection also sees the injection of Swarovski crystal encrusted ballet shoes.

The AW11 campaign perfectly captures the personality behind the brand, whilst revelling in the chance to partner with one of the fashion industry's most loved opinion formers.

The brand which specialises in beautiful ballet pumps and flats, launched their online boutique in 2005 and following an overnight success and huge demand they felt it was time to open stores in the UK in Mayfair and Belgravia and Covent Garden. With exports amounting to 70%, it makes no fewer than 300,000 pairs a year, in some 1,200 styles.