



MEDIA RELEASE

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Iconic Kee releases her new 60s tribute art scarves

They rocked on Keith Richards, gave Roger Daltry even more mojo, and made Marianne Faithfull serenely sexy. Australian designer, Jenny Kee, is celebrating her famous friends with a new story – the rebirth of the 60s scarf.

Her new collection muse is the 30s bias style scarf made truly antique-hip by the aristos and rockprincelings in the 60s, now exquisitely chic in 2012.

"In the swinging 60s I was part of a dynamic trendsetting scene that pioneered retro fashion," Kee said.

"In London, there was a romance with the scarf and we dressed every popstar, filmstar and fashionista in 30s bias scarves and crushed velvet pants – that was the uniform."

True to her vintage past and her new timeless creations, Jenny has captured the colours of the Australian landscape. Wildflowers, opals, beach and bush prints collaged from her paintings are transformed into elegant wearable art.

Supporting the 30s bias collection are the new 56cm baby square scarves featuring the ancient Waratah, Oz Flora, Black Opal and White Opal and Cozmic Oz, and retail for \$155.

Her classic 1metre large square scarves celebrate the ancient Waratah, Nature of Oz, Black Opal and Cozmic Oz, and retail for \$425.

The elegant bias cut long scarves Nature of Oz, Monet Opal, Uni Oz, Black Opal and White Opal, and retail for \$175.

The 100% Australian made 2012 silk collection will be available on her website www.jennykee.com, and through selected outlets.

For more information or images, contact Michelle Grima on 0416 114 911 or email mtgrima@gmail.com



Jenny Kee with Vali Myers and friend Peter Thompson, wearing a 30's bias scarf at the Quicksilver Club, Positano, 1970.



Jenny Kee's *Nature of Oz*, square 1m x 1m, crepe de chine. Made in Australia.



Jenny Kee's *White Opal*, bias 90cm, crepe de chine. Made in Australia.

