

Pearl Lowe

Presenters & Brands | Presenters

Press





Pearl Lowe

Presenters & Brands | Presenters
Press

'It's a SUNNY afternoon in an 18th-century town house on the river Thames in west London, and a fashion/interior designer Pearl Lowe and her model daughter Daisy are talking natter, fashion, handbags, heartache, parents, the perfect partner and breakfasts. They share the same graceful, feine features, the same sunny laugh and, of course, they are darlings of the fashion world. Pearl, 45, is wearing a vintage dress from her successful eponymous label, and Daisy, 30, is trying that sexy androgynous 1940s look she does so well – the one that has won her many modelling contracts. As we launch a prepared tray table, it is clear they know absolutely everything about each other's lives, with Daisy talking me through the pages of her mum's new interiors book, *Faded Glamour*. The photos are from her home in Somerset, but if you came to my house, you'd see exactly the same sort of look [vintage hotel, isn't that right, I grow up with it, I know it, it does me feel comfortable], she says. Today is a good day because they are able to work together, having been asked by Rad-



above Pearl Lowe and her
daughter Daisy/Gallery of
Magnum in 2000



ford, the British handbag label, to front the new edit, a collection of eight party-sensory bags, including a 'Pearl' in sparkling PVC, and a 'Daisy' with crocodile texture. They are incredibly classic and timeless with a lot of attention to detail,' Daisy says. 'I love it because it is this beautiful barrel shape, I mean I saw Mum's velvet one I knew it's something I would be borrowing – which is a point of the collection. They are bags you go to sleep.' 'There's a lot of borrowing that goes on between us. Usually Daisy taking things from my wardrobe,' Pearl says. 'I don't drive my car, but I've just accepted that when my new pair of Vivienne Westwood boots go missing they will be somewhere in the world [Daisy's best. I walked into a party once I saw her friend wearing the Mia Minnie bag that I'd been searching for for months. In fact, it's nice that your daughter appreciates your style.]' Pearl was never a conventional mother, which makes their close bond all the more extraordinary. In her 20s and early 30s, Pearl



'I feel it was something I had to go through. I actually think it was all about becoming a woman, the woman I wanted to be'

Left Daisy with actor Matt Smith at the Oscars in 2011; with music producer Mark Ronson in 2008, modelling for Vivienne Westwood in London Fashion Week, 2010

the sake of her family, and she and her husband, the Supergrass drummer Danny (hey, moved to the country, Daisy, who started modelling at 15, lived for a year in her grandparents' – Eddie and Leila – in London. And by 17, despite being preppy three As at A level, she abandoned plan study first and dropped out of school to go full-time, with shoots for Italian Vogue, French Connection among others.

In Somerset, Pearl's life fell into place because pregnant with her fourth of five, now 14 (the couple also have two Alys, 23 and Frankie, 20), and embarking a new career, designing tees and vinyl dresses (which she sells online), and in security moving into interiors, design her own range of wallpapers and work on private commissions.

I have known Pearl for almost 20 years and I know the strength and resilience, to mention a couple of financial crises, she has taken to get to the place she's in is although she always seemed such a carefree politician, the country life suits her.

went from being queen of the indie music scene (she fronted a band called Powder) to being a key figure in the Primrose Hill set, best friends with Kate Moss – and developed an on/off heroin habit. She was just 19 when she had Daisy, whose father is the rock star Gavin Rossdale, and relied on her parents to help her bring up her young daughter.

But in 2006, their life was transformed when Pearl made the decision to get clean for

CAROL HAYES
MANAGEMENT
CREATIVE ARTIST & STYLE MANAGEMENT

020 7482 1555

www.carolhayesmanagement.co.uk



Pearl Lowe

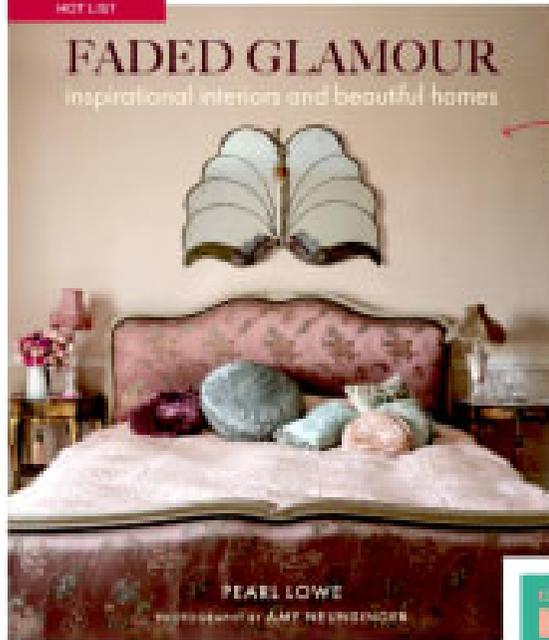
Presenters & Brands | Presenters Press

CAROL HAYES MANAGEMENT
 CREATIVE ARTIST & STYLE MANAGEMENT

020 7482 1555

www.carolhayesmanagement.co.uk

HOT LIST



FADED GLAMOUR

inspirational interiors and beautiful homes

PEARL LOWE
introduction by AMY REYNOLDS

Home

Faded Glamour by Pearl Lowe
Published 9 October

Memories, and our eyes. The words, read, 'I still remember Pearl Lowe in her room for inspiration, so I'd been that celebratory the unexpected - a collection of colour and pattern including florals and hand-painted patterns, so beautiful in the way they play. We get a peek into the similarly glamorous past of her fashionable street clothes. "I love" she says, "an object that captures the height of elegance but is now a bit faded. So far more affordable than ever being found here" www.penguin.com



LUNGS

A play by

MATT SMITH
Published 14 Oct 2016

Theatre

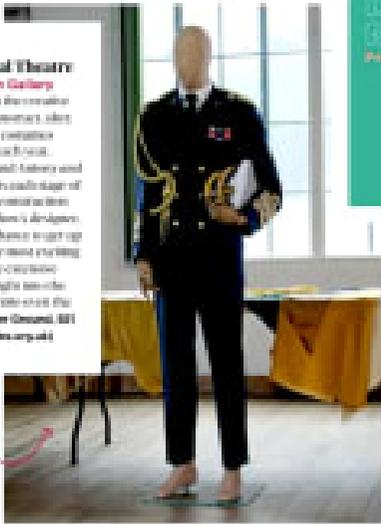
Lungs
14 October-8 November | The Old Vic

Matt Smith and Jane Taylor create brilliant Macbeth-inspired musical love story that follows a young couple who want a child, but who, in a world of terrorism, political unrest and global anxiety, are worried out of their minds. They want a child for the right reasons but they just don't know what those right reasons are. Pregnancy, family, marriage and financial stress, so follow their story as they're propelled into an ever-turbulent world where the hope their relationship will survive. [The Old Vic, 020 7552 6700, www.theoldvic.com](http://www.theoldvic.com)

EXHIBITION

Costume at the National Theatre
From 2 October | National Gallery

The NT costume collection celebrates the creative world of fashion designers, costume designers, stylists, wig makers and hairdressers who create for over 20 new productions every year, including Macbeth, Twelfth Night, and others and beyond. The exhibition shows the stages of the process, from initial sketches and costume lists, to the final look. The show's designers from Paris, New York and elsewhere work up ideas and to create some of the most striking and innovative looks from the costume collection. An essential insight into the collaborative work that goes into every production. www.nationaltheatre.org.uk



Costume at the National Theatre
Lungs
© National Theatre



W

When Pearl Lowe and her team are working on a new collection, they often look to the past for inspiration. "I think it's important to look at the past and see what we can learn from it," she says. "I think it's important to look at the past and see what we can learn from it."

"I think it's important to look at the past and see what we can learn from it," she says. "I think it's important to look at the past and see what we can learn from it."

Pearl, what inspires your design?

"I think it's important to look at the past and see what we can learn from it," she says. "I think it's important to look at the past and see what we can learn from it."

Decorated off to another design. Why did you love it so much?

"I think it's important to look at the past and see what we can learn from it," she says. "I think it's important to look at the past and see what we can learn from it."

When was your design and what was it like to see it in the world?

"I think it's important to look at the past and see what we can learn from it," she says. "I think it's important to look at the past and see what we can learn from it."

ROCK ROYALTY

Former singer Pearl Lowe has crafted a career designing vintage-inspired tea dresses. She tells us how working with model Tiggly Taylor fit all the right notes



Red-print
Jens, £225



Floral Marilyn,
£195



Alan, £225

How would you describe your style? Does your aesthetic run into your home, too?

"Completely. I'd say it was 'faded glamour' – a bit aged and a bit worn, once quite glamorous but probably isn't so much any more. That really sums up my style.

"I'm getting on a bit now, unfortunately. In my head I'm still 18, but when I look in the mirror it confirms that I'm really not."

Do you have any treasured possessions in your wardrobe?

"Probably the Alexander McQueen purple silk floor-length dress he gave me. I went to his birthday party one night wearing it – I'd borrowed it from the press office – and he said 'You look great in that. You should keep it.' I was like 'Oh my God!'

"It's 1980s style and got loads of covered purple silk buttons going all the way down, and it's got a train. It's the most beautiful dress you've ever seen.

"It's happy to my wardrobe; the girls haven't actually found that one yet – they haven't got their grubby paws on it.

"Then, who's now 18, has started borrowing my clothes. I found my Chanel top in her room the other day."

What's next in the pipeline for you?

"I want to do shoes and bags, but I don't know where I'd start. I really hate that I'm always thinking of something else to do as I really don't have the time, but I also have this thing where I can't find shoes and bags that I love, so I need to make them."

Where do you see yourself in ten years' time?

"Probably a grandma. I should hope – I'm really hoping I'll be a grandma and that I'll still be in Somerset and fitting between home and somewhere abroad."

Pearl wears **Polka Dot Jens**, £195 (above for left), and Tiggly Taylor models **Alan** in **Model Fave**, £225 (left). All dresses Pearl Lowe, and pearllowe.co.uk

88



Created in honour of Woodchip @ Magazine's frequent collaborator, Pearl Lowe, on the launch of her new book of the same name, it's a vintage-inspired print evoking opulence and drama.

Opulent and romantic with more than a hint of rock 'n' roll, it's basically Pearl in a print. Lush botanicals in rich reds,inky blues and the palest of pinks clash against a brooding black background for a dramatic, enigmatic finish.

The **Faded Glamour** is £40 per roll, while the **Worship sound** starts from £20.



Created in honour of friendship @ Magnolia's frequent collaboration, Pearl Lowe, on the launch of her new book of the same name, it's a vintage-inspired print evoking opulence and drama.

Incandescent and romantic with more than a hint of rock 'n' roll, it's basically Pearl in a print. Lady botanicals in rich reds,inky blues and the palest of pinks stand against a brooding black backdrop for a dramatic, unexpected finish.

The Faded Glamour is £40 per roll, while the Streamlined starts from £25.

Pearl Lowe

Presenters & Brands | Presenters
Press

MAD ABOUT ...

BEAUTIFUL ROOMS: A SPLASH OF GREEN

17th OCTOBER 2014



pearl lowe's book Faded Glamour is out now, this is her bedroom - [tweet this here](#)

Green is all anyone is talking about at the moment; whether it's colour of the year, our impact on the planet or new paint ranges so I thought we would see that as excuse to look at some green inspiration today and perhaps if you are thinking of incorporating this colour into your space it might inspire you.

I write about the psychology behind the colour green here here so you can have a look at that too while strutting round these beautiful rooms.

Another French bed below - and if you like them try The French Bed for similar - that link takes you to a particularly pretty one but there are lots more on the site. This belongs to Pearl Lowe, whose new book Faded Glamour is out this week and whose pages tear you can see here. She has teamed her green velvet Marais bed from Soho Home with soft pink wallpaper and vintage mirrored bedside tables. The cover of her book also features the French bed in her daughter Daisy's room.

Interior designer Pearl Lowe captures the 'gloriously decadent' homes of her famous friends for a new book - including Alice Temperley's Somerset house and her own 11-bedroom Georgian mansion

- Fashion designer Pearl Lowe, 49, Somerset has photographed the grandiose living rooms of her friends
- Her own Somerset home is featured with text and set of six and designer to do for
- Style icon Lowe is known for her love of vintage fashion and interiors and studied to interior design herself
- Her new book called *Petal's Glamour: Inspirational Interiors and Beautiful Homes* is published by DOD books



Artist of style, Pearl Lowe is known for her fashionable tastes and love of everything vintage.

Now the fashion designer, former singer and interior designer, 49, from Somerset has revealed her friends' grandiose homes in her new book *Petal's Glamour: Inspirational Interiors and Beautiful Homes*

It encompasses different facets of what she calls 'faux glamour' - 'gloriously decadent yet well-lived-in decorating style.'

Several high-profile Brits' country houses and glitzy flats are featured, including the stylish interior of designer Sophie Raggett Partridge, who combines different kinds of marble and prints to create a very colourful living space in her west-end country house.

Alice Temperley's Somerset house also makes a rather striking appearance, with its pink bedrooms and sublime living rooms, decorated with touches of ornamentation and eclecticism.

Pearl also gives a glimpse of her own sense of 'faux glamour', sharing pictures of her own brick Somerset Georgian property of 11 rooms.

Pearl and her husband Barry Geoffry moved from London to the house three years ago. They now live there with their children Barry, Ella, Frank and daughter Daisy.

She explains in the book that thanks to the dwelling's space and light, she managed to use homage to its Georgian roots as well as her more 'playful' style. *PETAL'S GLAMOUR* features eight photos from the book...

Pearl Lowe

Presenters & Brands | Presenters Press

Interior designer Pearl Lowe captures the 'gloriously decadent' homes of her famous friends for a new book - including Alice Temperley's Somerset house and her own 11-bedroom Georgian mansion

- Fashion designer Pearl Lowe, 49, Somerset has photographed the grandiose living rooms of her friends
- Her own Somerset home is featured with text and set of six and designer to do for
- Style icon Lowe is known for her love of vintage fashion and interiors and studied to interior design herself
- Her new book called *Petal's Glamour: Inspirational Interiors and Beautiful Homes* is published by DOD books



Artist of style, Pearl Lowe is known for her fashionable tastes and love of everything vintage.

Now the fashion designer, former singer and interior designer, 49, from Somerset has revealed her friends' grandiose homes in her new book *Petal's Glamour: Inspirational Interiors and Beautiful Homes*

It encompasses different facets of what she calls 'faux glamour' - 'gloriously decadent yet well-lived-in decorating style.'

Several high-profile Brits' country houses and glitzy flats are featured, including the striking interior of designer Sophie Raggett Partridge, who combines different kinds of marble and prints to create a very colourful living space in her west-end country house.

Alice Temperley's Somerset house also makes a rather striking appearance, with its pink bedrooms and sublime living rooms, decorated with touches of ornamentation and eclecticism.

Pearl also gives a glimpse of her own sense of 'faux glamour', sharing pictures of her own brick Somerset Georgian property of 11 rooms.

Pearl and her husband Barry Geoffry moved from London to the house three years ago. They now live there with their children Barry, Ella, Frank and daughter Daisy.

She explains in the book that thanks to the dwelling's space and light, she managed to pay homage to its Georgian roots as well as her more 'playful' style. *PETAL'S GLAMOUR* features eight photos from the book...

MailOnline

Interior designer Pearl Lowe captures the 'gloriously decadent' homes of her famous friends for a new book - including Alice Temperley's Somerset house and her own 11-bedroom Georgian mansion

- Fashion designer Pearl Lowe, 38, Somerset has photographed the grandest living rooms of her friends
- Her own Somerset home is featured with rock and roll style and designs to die for
- Style icon Laura Ashmore is her love of vintage fashion and interior used as a guide in interior design herself
- Her new book called *Faded Glamour: Inspirational Interiors and Beautiful Homes* is published by COCO books



An icon of style, Pearl Lowe is known for her fashionably eclectic and love of over-piling vintage.

Now the fashion designer, former singer and interior designer, 38, from Somerset has revealed her friends' grandest homes in her new book *Faded Glamour: Inspirational Interiors and Beautiful Homes*.

All encompass different facets of what she calls faded glamour - 'gloriously decadent yet well-lived-in decorating style.'

Some of the profiles include country houses and grand estates are featured, including the stylish interior of designer Balazs Magonyi's Penrhyn, who combines different kinds of metals and prints to create a very colourful living space in their weekend country house.

Alice Temperley's Somerset house also makes a rather striking appearance, with its pink bedrooms and vintage living rooms, decorated with touches of romanticism and escapism.

Pearl also gives a glimpse of her own corner of faded glamour, sharing pictures of her own South Somerset Georgian property of 11 rooms.

Pearl and her husband Davey Hoyley moved from London to the house three years ago. They now live there with their children Betty, Ella, Frank and daughter Daisy.

She explains in the book that thanks to the dwelling's space and light, she managed to pay homage to its Georgian roots as well as her more 'playful' style. *Faded Glamour* features eight pictures from the book...

people like Louise Lora, Simon Miller and Kasper Lindholm wearing them. Davey and I have recently photographed her in one of my new dresses.

"I love Alice's living style and the ability with me she has my dress as I'd like to make her see. And obviously my daughter Daisy looks too edible in all of them."

You've used both Betty and Davey in your campaigns. What made you choose Tigris to model the women's collection?

"I've known Tigris for a long time. I always see Davey and although she's not perfect and has the most beautiful body I feel like I had a few comments all people asking why I didn't use my daughter."

"I like to keep everything realistic so I thought, 'Come on! Come on! you're a model now,' and I love what Davey Hoyley (daughter of singer Paul) and it really worked. It brought in a different demographic."

"I think Tigris looks fantastic - she's quite, but she's womanly and rock 'n' roll."

How does she fit on the face of the brand?

"Even though I love getting things and I like

that look, because my dresses are quite because I chose someone with a bit of an edge. Tigris is a girl because she's got a bit of a girl's confidence, but she's also so lovely. And she's got a womanly body which is perfect for the Pearl Lowe brand."

Which do you prefer: Interiors or dresses?

"Probably the dresses because I get to wear them, which is exciting."

"I've got hundreds of vintage dresses from the 1920s going up to the '50s. Some of them are starting to fall apart because they're so old and some of the fabrics aren't standing the test of time."

"It's so hard to be able to source wonderful fabrics like silks and crepes, and make the patterns into something more modern that I can wear and walk. It's great. I'm absolutely loving it."

Do you miss making music?

"Yes, I do. My husband has just built a studio and he keeps saying, 'Paul, let's do a record,' and he'll play something and he'll like. 'This will really suit your body voice. Listen up.'"

"You keep going. I want. I've got an record."

'My daughter Betty's started borrowing my clothes. I found my Chanel top in her room the other day'



Red gown Jane, £220



Pink Marie, £180



Alice, £270

or 'I've got this conference call - I'm just not here' I have it more than anything else, but I have to work going on."

"I've got an interview book that's just been called *Just Glamour* and that's been amazing. And I've just launched something very exciting with Davey in the new brand of Bailey. And there I'm launching candles and about new wallpaper, which is called *Faded Glamour*."

Who else would you like to collaborate with?

"I don't see many people but I've just been collaborating with Selva Stone, which is like a dress come out."

"Also, I've always wanted to do something with Gaby Dwyer. I've always said that I hope to eventually do a collaboration with her."

After many home scenes, three years ago you settled in Somerset. Is this home still 'The One'?

"Yes, but it's actually been gone by now - my husband can't believe it. It's so weird that I haven't mentioned the words 'forever now'."

"It has everything, it has everything, it's just on the edge of a town so you have no traffic on the main road and you're in the heart of a 17th-century village, which is just lovely."

How would you describe your style? What your aesthetic can tell you about you, too?

"Completely. I'd say it was 'faded glamour' - it's vintage and a bit more, more quite glamorous but probably not too much, more more. That really sums up my style."

"I'm getting on a bit now, unfortunately in my head I'm still 19. But when I look in the mirror it confirms that I'm really not."

Do you have any favourite possessions in your wardrobe?

"Probably the Alexander McQueen purple silk dress that I bought for my 19th birthday. I love it so much. I bought it from the year after - and he said 'You look great in that. You should keep it.' I was like 'Oh my God!'"

"It's 19th style and I've got loads of vintage of people all houses going off the top there, and it's got a train. It's the most beautiful dress you've ever seen."

"It's happy in my wardrobe the gifts. I have it already found that one - they have to get their quality pieces on it."

"Yes, she's now 19. You know? I'm having my vision. I found my Chanel top in her room the other day."

What's next in the pipeline for you?

"I want to do shoes and bags, but I don't know where I start. I really like that I'm always thinking of something else to do so it really doesn't leave the door, but I also have this thing where I can't find shoes and bags that I love, so I want to make them."

Where do you see yourself in ten years' time?

"Probably a grandma. I should hope - I'm really hoping I'll be a grandma and that I'll call for my business and fitting between home and somewhere abroad."

Pearl wears *Pink Out* dress, £170 (shown in left), and *Tigris Taylor* model *Paula* in *Red Gown*, £220 (left). All dresses Pearl Lowe, and pearl@lowe.co.uk

Pearl Lowe reveals her vintage style secrets

We spoke to interior designer Pearl Lowe at the launch of her new book to find out how we can add some *Faded Glamour* into our own homes.



Interior designer **Pearl Lowe** is much celebrated for her signature style, combining carefully sourced decorative objects, vintage patterns, ornate fabrics and stunning antiques. Her new book, **Faded Glamour**, explores some beautiful properties that encapsulate her design ethos, including her own stunning home in Frome, Somerset.

We caught up with her at the launch of the new book to find out about some of her own most treasured possessions, and how we can bring some Faded Glamour to our own feet.

Pearl Lowe

Presenters & Brands | Presenters
Press

Pearl Lowe reveals her vintage style secrets

We spoke to interior designer Pearl Lowe at the launch of her new book to find out how we can add some *Faded Glamour* into our own homes.



What does Faded Glamour mean to you?

From early on, I can remember reacting strongly to a house that has some age to it and a story to tell – they appeal to me in a massive way. I just love things that are imperfect and have a history. I love Parisian apartments when you walk in and there's paint peeling off the walls and old broken mirrors – that kind of thing. I'm just mad about things that were once so glamorous, but now it's just a bit worn and tired – a few people have referred to me in a similar way in my time!

The reason I created a look like this is because, at the moment, everyone's talking about sustainability. But I don't think people don't think about the fact that actually, this style is sustainable. You have to really think about your carbon footprint at this point, and this furniture was made years and years ago – it's being recycled and it's fantastic. You don't have to buy anything new.

Pearl Lowe reveals her vintage style secrets

We spoke to interior designer Pearl Lowe at the launch of her new book to find out how we can add some *Faded Glamour* into our own homes.



Is there a piece in your own home that has particularly memorable story for you?

I always talk about a lamp, because I bought it in Paris at Clamart market. It had a sort of metal frame to it and my husband said that I couldn't get it, because it was really heavy. (But of course, I went up to the lady and asked how much it was. She said €80, so obviously I said I'd take it. The problem is that we were going back on the Eurostar! We had to find a taxi that would fit us take it (with the window down and lamp sticking out) and then take it on the Eurostar. He had to carry it and didn't talk to me the whole way. But it's still in our front room and it is so beautiful. Whenever I look at it, it just reminds me of that trip.

Pearl Lowe

Presenters & Brands | Presenters
Press

Interior designer Pearl Lowe captures the 'gloriously decadent' homes of her famous friends for a new book - including Alice Temperley's Somerset house and her own 11-bedroom Georgian mansion

- Fashion designer Pearl Lowe, 49, Somerset has photographed the grandiose living rooms of her friends
- Her own Somerset home is featured with rock and roll style and designs to die for
- Style icon Lowe is known for her love of vintage fashion and interiors and added to interior design herself
- Her new book called *Faded Glamour: Inspirational Interiors and Beautiful Homes* is published by CICO books



An icon of style, Pearl Lowe is known for her fashionable sense and love of everything vintage.

Now the fashion designer, former singer and interior designer, 49, from Somerset has revealed her friends' grandiose homes in her new book *Faded Glamour: Inspirational Interiors and Beautiful Homes*

All encompass different facets of what she calls faded glamour - 'gloriously decadent yet well-lived-in characterful style.'

Several high-profile Brits' country houses and city 4-beds are featured, including the stylish interior of designer *Silvana Tassary Park Ridge*, who combines different kinds of metals and prints to create a very colourful living space in her weekend country house.

Alice Temperley's Somerset house also makes a rather striking appearance, with its pink bathrooms and sublime living rooms, decorated with touches of romanticism and escapism.

Pearl also gives a glimpse of her own sense of faded glamour, sharing pictures of her own lavish Somerset Georgian property at *Trincom*.

Pearl and her husband Barry O'Leary moved from London to the house three years ago. They now live there with their children Beth, Ava, Frank and daughter Daisy.

She explains in the book that thanks to the dwelling's space and light, she managed to pay homage to its Georgian roots as well as her more 'playful' style. *ITMAG*, features eight pictures from the book...

MailOnline

Interior designer Pearl Lowe captures the 'gloriously decadent' homes of her famous friends for a new book - including Alice Temperley's Somerset house and her own 11-bedroom Georgian mansion

- Fashion designer Pearl Lowe, 48, Somerset has photographed the grandiose living rooms of her friends
- Her new Somerset home is featured with rock and roll style and designs in the fit
- Style icon Lowe is known for her love of vintage fashion and interiors and studied in interior design herself
- Her new book called Packed Glamour: Inspirational Interiors and Beautiful Homes is published by COCO books



As a fan of style, Pearl Lowe is known for her fashionista taste and love of everything vintage.

Now the fashion designer, former singer and interior designer, 48, from Somerset has revealed her friends' grandiose homes in her new book Packed Glamour: Inspirational Interiors and Beautiful Homes

It encompasses different facets of what she calls faded glamour a 'gloriously decadent yet well-lived-in decorating style'

Pearl Lowe

Presenters & Brands | Presenters

Press

CAROL HAYES
MANAGEMENT
CREATIVE ARTIST & STYLE MANAGEMENT

020 7482 1555

www.carolhayesmanagement.co.uk



Pearl Lowe

Presenters & Brands | Presenters
Press

**CAROLHAYES
MANAGEMENT**
CREATIVE ARTIST & STYLE MANAGEMENT

020 7482 1555

www.carolhayesmanagement.co.uk

PERIOD PIECES

THE BEST THING ABOUT VINTAGE IS THAT YOU CAN CREATE YOUR OWN UNIQUE LOOK, SAYS PEARL LOWE

Giving your interior styling was a natural thing for me – I've been obsessed with antique shopping from an early age. When I had children and my inspiring career came to an end, I had to find something else to do. I'd just bought my first renovation house, in Causton, north London. It was a wreck and I didn't have much money, so I passed up the walls and floor when purchasing the look with a view of resale in the future. I had a few cupboards and I had this cabinet that started up from across a hallway. I had it for years, but I didn't know what to do with it. I had a friend who had a shop, who had a good idea of what they could do with it. The cabinet was an instantly well-loved and well-used piece of furniture.

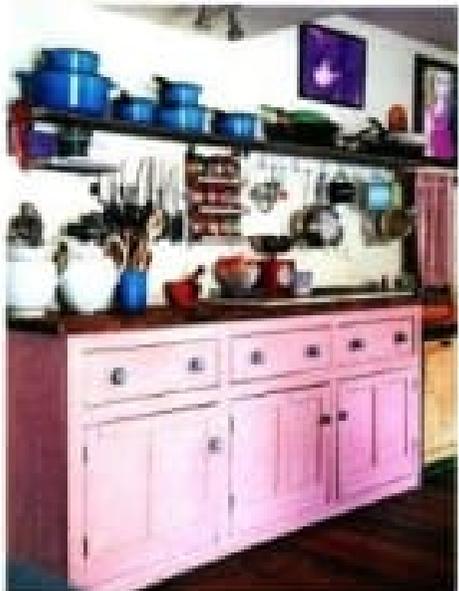
It's the beauty and style of these pieces that inspire me. My favourite periods are the 18th and 19th, ones of glassware and mirrors, of beautiful prints, beautiful fabrics and beautiful furniture. Period pieces become damaged or get discarded and lost over the years, because, as the story that comes out every with a high price tag, but don't let that hold you back. You just need to get your eye on them, where it, look for the signs.

Every piece has its own story, which is why, think what you can do to get a better look for your own. Slightly damaged pieces can be given a new lease of life. Mirrors and pictures can be painted, damaged wood pieces can be replaced with glass or with grills, and furniture can be distressed up with wax or linseed. Vintage is a style that allows you to personalise. Change colours or patterns, mix and match items, using it up to wear it down. Go with your instincts and you will create your own unique look, and have a lot of fun in the process.

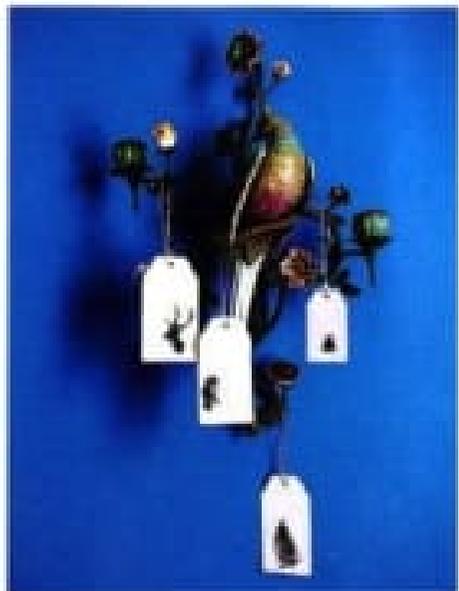
Creating the perfect atmosphere is important, especially for a big occasion. Choose the colours and fabrics you love. I think about what I see in the past – in the past, I think about what I see in the past.



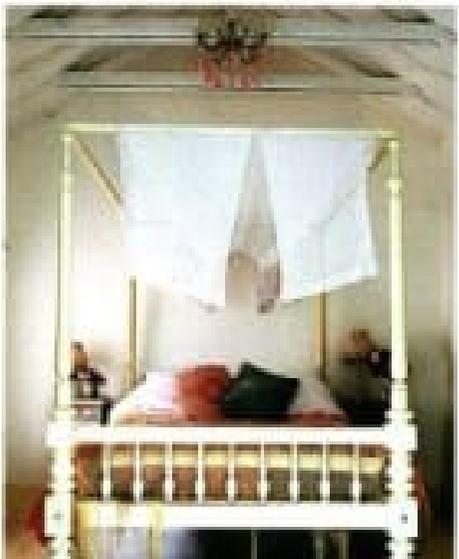
INTERIORS



ABOVE I love my home, and my husband, Davey, loves to work. The family kitchen features cabinets painted in pearl luster. BELOW I love pearls because beauty is my forte. Long as windows, so homes as colors well as beds as examples. I adore the romantic feel they give!



ABOVE Drieds eucalyptus and amaranth, set against a vibrant wall, can also be hung with hand-painted labels. BELOW I love the look of windows out of doors. Just bring out better and more and covered rays of light quite over the ground and water with comfort!



above of home is beautiful. I love to my decoration with paint and wood. The walls in my home are all white. And when it, they won't stay still and for long, it's a beautiful and beautiful!

Pearl Lowe
Presenters & Brands | Presenters Press

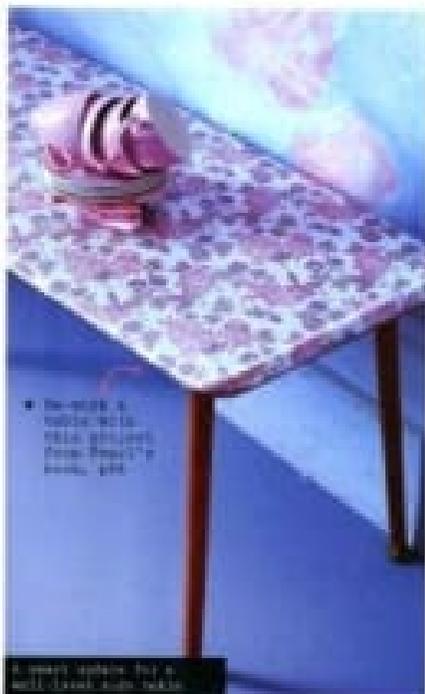
CAROL HAYES MANAGEMENT
CREATIVE ARTIST & STYLE MANAGEMENT

020 7482 1555
www.carolhayesmanagement.co.uk

CLOTH SPOTLIGHT



Don't miss out on her first design book



A great option for a budget-friendly table

“**B** e keen to make things beautiful, go with your instinct and passion and you will create your own unique and stylish home, and have a lot of fun in the process,” explains Pearl at the front of her new book, *Simple Craft*. It features 50 projects that capture all the glitz and romance of vintage and every page is filled with beautiful photography, practical ideas for your home and insight into Pearl's journey. It's full of super green, shabby and rustic. Husband Dermot Kelly and their three children.

It's a lovely treat for previous life in London, with a lot of things like table linen and table feet as part of her new style and eight other types of gorgeous craft items to read in Pearl's own autobiography. At the same time, it's also a part of the content which goes in London during the winter and her descent into depression. Her own life has now fully recovered. Moving to Somerset has allowed her to move on and she's now focused on her life, with family, friends and enjoying a huge part.

With a well-curated collection for those who love her work, Pearl is well known for her quirky, vintage-inspired style. Don't miss out!

For attention to the home and reveal her style secrets and favourite projects within the pages of her new book. Be caught up with Pearl to chat about her life in the country and what home means to her.

How's it for your new book?
It's amazing, because it's been years of thought. It actually was a bit of a revelation. My favourite project is the office in a warehouse – it's where your beautiful beauty becomes your workplace. Office can be so cluttered and so quite minimal, so I like the fact that it's lovely and you can hide everything in there. It's a wonder to anything that looks anything a bit better.

What was the biggest lesson learned?
I always have to do things on a budget because you've brought them. I don't have the money to do them all! So I learned to put together a book to show people that you don't necessarily have to get everything to do your house – you can do it yourself!

Has your book brought in any new ideas?
I don't like them anymore. We sold it last month – we're releasing a big old history now, so we've just moved from that gorgeous house.



“I LOVE THINGS THAT HAVE HISTORY, OBJECTS THAT TELL A STORY”

Bring the history home with your own style



How do you think about your work?
I have people (most of the time) always want to know. Once they done up a brand, most of the family (that like it) love to go. My own people is the wrong which is very exciting. At the moment the focus is still on empty shell, so I can't really see how it's going to look. It's more in a way needs it to be a different story, but at the moment it's a little daunting.

What is your favorite thing about your work?
I love things that have history, objects that tell a story. The girl like Twinkie Black (acquired dress) and you can just imagine a fashion girl being all her beautiful things displayed on it. I love the fact that someone of that time displayed it back then and now here I am entering and going forward one hundred years later.

Do you remember when you first started to work?
My grandma was a dressmaker so she would take in with me and teach me how to sew and then when I was around 15 or so. She was the creative one in the family, she used to make us clothes and all sorts of things, she was brilliant.

How do you think about your work?
My clothes were there, even when I lived in London, but I had the fashionists (that like them), but it was always there. Because I've got such a creative brain, it never switches off and I'm always thinking of the next thing to do. The good thing about moving to the country is I have a lot more time to do it, instead of going to my (real) job and actually sit down and make something.

What do you love most in your work?
Entertaining friends and family – it's an intrinsic part of my life. My boys (Samuel) and have a really lovely time. Damien right about an hour before there's nothing, I was told "Oh, 14 people are coming to dinner? That's what it's for, but I love it."

What is your most favorite piece of work?
My gypsy (cotton) which has become my first love. I had a wonderful time going (from that) because when I lived in London and I became very famous. When we moved back to the country there was a fashion to do it, I was gutted, we spent the next few years looking

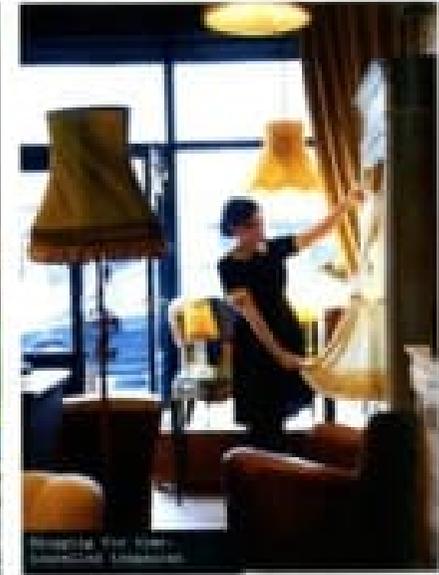


"ENTERTAINING FRIENDS AND FAMILY IS AN INTRINSIC PART OF MY LIFE"

How do you think about your work?
I really think we don't want to be in the middle of it, but I think it'll be a nice thing to show people how to create.

What is your favorite thing about your work?
I'm most about the fabrics – the different textures, the different colors, the different and the look, but I just love the way things come around in that time.

Do you remember when you first started to work?
My first (and last) work – I'm a big fan of that (and) it's a great of great age my mum bought me her book and I couldn't believe how simple and easy work, I started for that and I worked in and we did really really well and got out "Can I have the please?" I didn't even get the price then (they had a book about when I found out how much it cost but it's not my first work, it's so really you can get



Why do you think a good work is important?

What do you think about your work?
It's so boring and I wish I could get out of them, but I think I think I'm always with black nights and sometimes I just want to have designer clothes, the best looking (and) the best looking, and they work to me – I look nice and busy and happy. Day is always going to me "I wish you'd think about your work?" But it's just what I know with my fashion.

Do you remember when you first started to work?
It's so boring, don't get them thinking about what you need because most of the time you don't think it if you see something you absolutely feel someone about them but it because you'll never see it again. I get work a hour out of going to vintage markets, there the only person with that time – it's boring to me and you can never I will making it the best thing.

What is your most favorite piece of work?
To live at the country with my kids, to a good music, to happy – peaceful and happy.



LISTEN TO THE PODCAST

It's a great way to hear the author's story and get a closer look at her work.



Pearl Lowe

Presenters & Brands | Presenters
Press

CAROL HAYES
MANAGEMENT
CREATIVE ARTIST & STYLE MANAGEMENT

020 7482 1555

www.carolhayesmanagement.co.uk



Pearl Lowe

Presenters & Brands | Presenters
Press

CAROL HAYES
MANAGEMENT
CREATIVE ARTIST & STYLE MANAGEMENT

020 7482 1555

www.carolhayesmanagement.co.uk



Pearl Lowe

Presenters & Brands | Presenters
Press

**CAROL HAYES
MANAGEMENT**
CREATIVE ARTIST & STYLE MANAGEMENT

020 7482 1555

www.carolhayesmanagement.co.uk



Pearl Lowe

Presenters & Brands | Presenters
Press



**CAROL HAYES
MANAGEMENT**
CREATIVE ARTIST & STYLE MANAGEMENT

020 7482 1555

www.carolhayesmanagement.co.uk



© Simon Brown



© Simon Brown

Pearl Lowe

Presenters & Brands | Presenters
Press

CAROL HAYES
MANAGEMENT
CREATIVE ARTIST & STYLE MANAGEMENT

020 7482 1555

www.carolhayesmanagement.co.uk



Pearl Lowe

Presenters & Brands | Presenters Press

JANUARY 2014 | The Real Estate Magazine | **Life Homes** 41

Dream HOMES to buy

Bedrooms 1
£3.3M
 This is a rare opportunity to buy a grand Victorian house in the heart of London. The property is a masterpiece of architecture and offers a truly unique living experience. It features a grand entrance hall, a large drawing room, a billiard room, a library, a study, a dining room, a kitchen, a breakfast room, a bathroom, a terrace, a garden, and a garage. The property is in excellent condition and offers a truly unique living experience. For more information, please contact the agent on 020 7123 4567.

Bedrooms 2
£1.5M
 This is a rare opportunity to buy a modern house in the heart of London. The property is a masterpiece of architecture and offers a truly unique living experience. It features a grand entrance hall, a large drawing room, a billiard room, a library, a study, a dining room, a kitchen, a breakfast room, a bathroom, a terrace, a garden, and a garage. The property is in excellent condition and offers a truly unique living experience. For more information, please contact the agent on 020 7123 4567.

INTERIORS

Get the look
 By Pearl Lowe
Art Deco luxe

The Art Deco aesthetic is making a comeback, and it's not just in fashion. In the world of interior design, the style is making a strong statement. The look is characterized by bold geometric shapes, rich colors, and a sense of luxury. The style is a perfect blend of modern and traditional, and it's a look that's sure to make a statement in any home.

How to...

TRANSFORM YOUR SPARE ROOM

From £100
 Transform your spare room into a stylish and functional space. The key is to choose the right furniture and decor. A simple bed, a desk, and a chair are all you need to get started. The rest is up to you. For more information, please contact the agent on 020 7123 4567.

From £200
 Transform your spare room into a stylish and functional space. The key is to choose the right furniture and decor. A simple bed, a desk, and a chair are all you need to get started. The rest is up to you. For more information, please contact the agent on 020 7123 4567.

From £500
 Transform your spare room into a stylish and functional space. The key is to choose the right furniture and decor. A simple bed, a desk, and a chair are all you need to get started. The rest is up to you. For more information, please contact the agent on 020 7123 4567.

CAROL HAYES
MANAGEMENT
 CREATIVE ARTIST & STYLE MANAGEMENT

020 7482 1555

www.carolhayesmanagement.co.uk



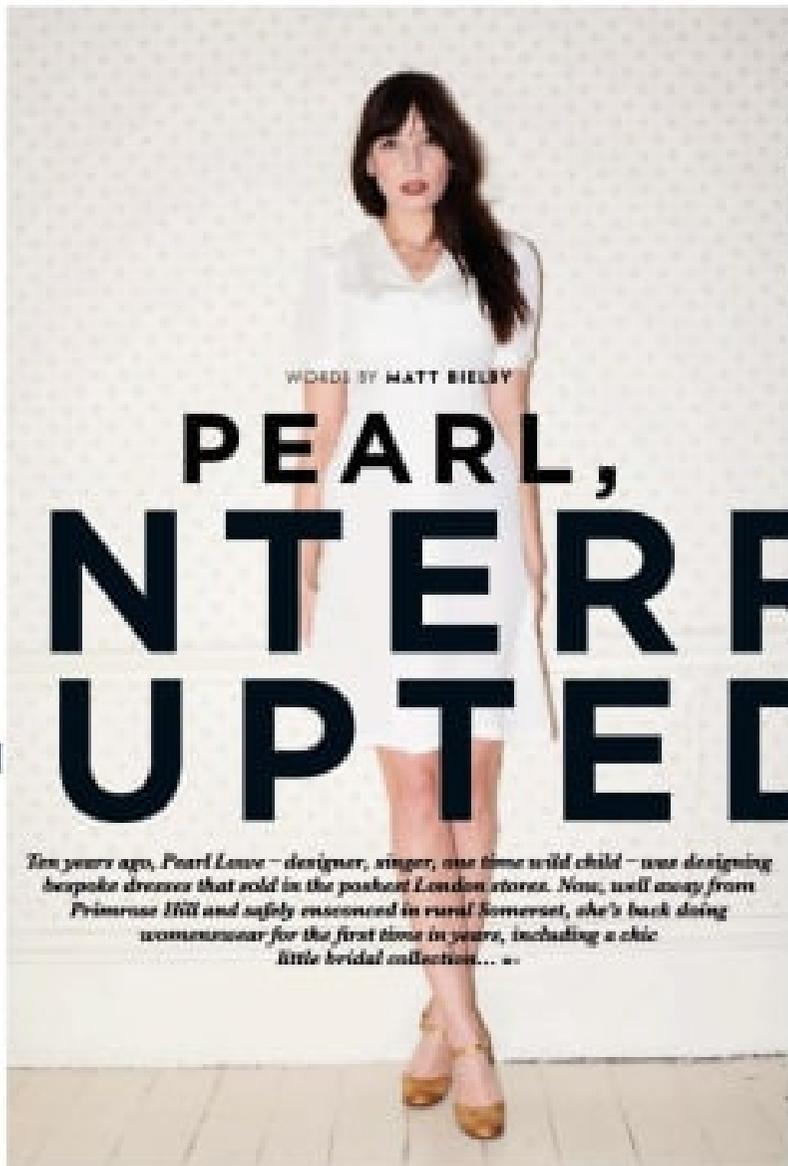
Pearl Lowe

Presenters & Brands | Presenters
Press

CAROL HAYES
MANAGEMENT
CREATIVE ARTIST & STYLE MANAGEMENT

020 7482 1555

www.carolhayesmanagement.co.uk



WORDS BY MATT BIELBY

PEARL, INTER- -UPTED

Ten years ago, Pearl Lowe – designer, singer, one-time wild child – was designing bespoke dresses that sold in the poshest London stores. Now, well away from Primrose Hill and safely ensconced in rural Somerset, she's back doing womenswear for the first time in years, including a chic little bridal collection... »

When Pearl Lowe was young, her mum ran a designer boutique in Ladbroke Grove Gardens, from age twelve, or thereabouts, Pearl would work there as a Saturday girl. "One day I asked her if I could design a range of jumpers we could sell and, amazingly, mum said yes," she says. "I can still remember them hanging up in the shop, and the girls I did."

And did mum buy them and wear them? "Well, Lolita!" she was always a bit of a rebel, the young Pearl, and a night trader, she'd run up her clothes, random things, even styles even lighter they'd be for the occasion – and a year later she says she'd see girls wearing the same thing, but by then she'd have moved on.

"But take fashion seriously as a career? No, I never saw myself doing that." The parents. "That took time."

Instead she got into music and all that came with it, starting with indie bands Primal and Ledger in the '90s, but she credits the world was. Her husband, Danny Gaulty of Supergrass, often asks her to contribute to his records, but she puts him off. "I was never known for my amazing voice anyway," Pearl says, "and the way with a good lyric is often. The more a performance, someone who comes after me – and that kind of love on the cards at the moment. And anyway, I just don't have the time."

She doesn't have the time because she's suddenly very busy again, her children's best, Piers and Pearl, going great guns at places like Harrold, and her more recent womenswear collection was spawning a handful of wedding dresses, of which more in a moment. None of them are black – as was the guest she went to her own wedding at Bakington House in 2000 – but she'll happily do one a year or two for her best, midnight blue, whatever you like. As she says, "It's all about wearing what you want."

Pearl's London years are well documented, not least by herself in her compelling 2007 autobiography *All The Girls Living In The Flat That's Not A Flat*. She was a key part of a North London set that included Kim Mee, Belle From, Jade Lacey and other models revolved around her, and she revolved around them, as life was doubling fast at times but hardly healthy. In the mid-2000s she's perhaps best remembered for the fact that her eldest daughter – the model Daisy Lowe, cousin son of the house of The – turned out to be

the biological daughter of her friend, the Bath singer Gavin Rossdale, and not of the presumed father at all.

The story came out in 2008, around when Pearl's life started changing radically. She and Danny moved out of London the following year, first to Hampstead. "It was great and healthy, as I'd had a rough time in London" – and later to the West Country.

"We couldn't find a house to buy in Hampstead," she says, "but anyway, we didn't fit in. Everyone else worked in the City, but then

my best friend suggested we look at Wiltshire, and the house we liked actually said 'Wines', and was beautiful really. We drove there and it was so far, I really told Danny to turn around and go back, but when we got there the house was great, and the school was good, and we fell in love with it all. The situation was when the husband said, 'Before you decide, why not check out Bakington House?', and that sold us. We've been there for nearly ten years now, and I've been asked for it. Now I'm doing you contentment!" And with that she smiles. "I never had a problem with that."



"I didn't want to do music anymore – it made me miserable and anxious, all those days with a load of boys on a smelly bus"

Back in 2001, Pearl was doing up a house in London for Alan Tait Co of Creative Brands, champion of Oasis and The Libertines. But she couldn't find any curtains she liked, so made up some last year – and, when all her friends saw them, they wanted

have curtains too. "It felt really good," she says. "I didn't want to be made anymore – it made me miserable and anxious, all those days with a load of boys on a smelly bus – and I needed something else beyond being busy with the children. I did feel you were back."

The love curtain thing had taken off the crazy – beyond anything I'd dreamed," Pearl says – and so they ran an interview design party that continues, in the background, to this day. "But I work on people's houses again," she says, "and often age 50s. My clients are well known, and the people to think they did it themselves!"

A creative fashion followed. "Oh had a baby," Pearl says, "and found I had nothing to wear, so I started making my own clothes again." Before the house it was being asked to make more, and was selling bespoke lace dresses in places like Liberty.

By now was enough to have been a collaboration with Topshop, but she came out of those shows meetings and sales reviews that seem to typify Pearl's life and career. "It was doing a travel review in Greece for *Travel magazine*," she says, "and, out of the blue, got a call

THE BRIDE: PEARL LOWE

from an old agent who instead asked me to create a line for Peacock, the retail fashion store. I'd never heard of them, but they had 600 shops, and it would be a three-year contract, four collections a year. It sounded incredible, so I signed my name. I'd do Peacock for two years!

Pearl's work for Peacock was quite a hit – she did a knock dress that was a huge high street success in 2003, for instance – so I was quite the shock when the company went into administration in 2002. "It was really depressing," Pearl says, "but I'd just got a knock dress, so there wasn't too much to worry about."

Pearl (and) Phage Coll was published in 2003, and was well-received. In 2004, she says, she "didn't do much," trying to figure out a way back into fashion. She'd done £1,000 dresses for Liberty, but the rest of Pearl's stuff had all been £65 or so, and it seemed hard to go back to high end gear again.

The solution was to merge sketches, into making childrenswear. "I'd started to make quilts dressing up for the first year of my daughter," she says, "and it all spun out of that." One day she discovered there was a brand which took over the children's department at Harrod, and she went to meet their major buying manager. "Then," Pearl says, "in October last year I did my first line of adult dresses in five years. The dress just seemed right. I wanted to have them made in Harrod, so they wouldn't be too cheap, but they wouldn't be ridiculously costly either, more somewhere in the middle."

Indeed, the most expensive dresses she now sells are around £200. "And I'm loving it," she says. "It's a bit of a control freak, as I know that we're doing everything locally. With the London houses that make the children's line, I occasionally find things ending up in the shops at Harrod before I've even seen the finished service – which I hate. The new manufacturer line is much smaller in comparison and we're growing it slowly. There'll be a collaboration with a big name at Christmas, yes, but we're mostly just selling online at the moment."

The initial womenswear line was just four dresses in different styles. "They're not and carpet gowns," Pearl says, "and they're not corseted. Instead, they're for women with bodies, and look so good on older ladies as on teenagers. We make them as up to size 20, and can go bigger – we just did a size 22 for a customer."

Pearl has a huge collection, from a massive selection of vintage dresses. She picked up all over the world, and she especially dresses to look at the

1990s and '80s, as the inspiration comes from there. A little from the '70s too – but the patterns, not the prints. And she sketches quickly.

After a decade's worth of womenswear explored at Christmas, which has inspired her this year to experiment with different materials of Pearl's frocks are mid-length, materials and colours.

"If there's one thing I know it's that if I put a dress on and love it," Pearl says, "then everyone else will too. The more of us can wear designer any more because you have to be a size four, and the cost is ridiculous. Just the other day,

Deey was saying to me, 'Mum, when did everything at Harrod and John suddenly go to be £2,500? And it's disgusting in a way – that's the price of a probably would be old car. Really, it's become vulgar to spend that much on one dress.'

People have been complaining about how expensive wedding dresses have become for many years, of course, and Pearl's initial three-piece bridal line – yes, I said you'd get to them eventually – is more than affordable, with nothing over £400, unless you splurge on the fancier fabrics.

"The Audrey is a pretty short button-down short dress, and quite dressy," Pearl says. "I have short skirt dresses, and it comes with short sleeves so many brides like to cover their arms. It costs £1,200 and is all in £300. You can wear it with a jacket, or with something under it, it's very versatile."

Cherry – the dress on our cover – is a very lace number, but surprisingly flattering too. "You'll normally have it with a little dip down under it," Pearl says. "You'd

only wear it as Daisy if you're very lucky – and Daisy's age!" That comes in at £200, so for 20-something you could pick up a Marilyn, topped in at the waist and Alice to the knee in a 2010 style.

"It's too honest," Pearl says, "I don't really know where the bridal line is going, but I do know that I'm loving it – and that there's a market, because these styles are so versatile for so many people."

So you'll stick with it, yes? "When I can say it when I was a singer I got done all the time, and it doesn't help that I'm a really sensitive person. And the reason I ever had two nine-to-five jobs was working for Peacock, which got to me in the end. I'm just not geared up for that sort of thing."

So what you're saying is, you'll keep doing wedding gowns as long as people like them, and you don't get bored?

"I think so! I've learned that I need to be able to go in lots of different directions to not get bored." Pearl says. "And this is one direction, right now, that I'm really enjoying." @pearllowe.co.uk



If there's one thing I know it's that if I put a dress on and love it, then everyone else will too

BE | NOW

Pearl Lowe

Presenters & Brands | Presenters Press

CAROL HAYES MANAGEMENT
CREATIVE ARTIST & STYLE MANAGEMENT

020 7482 1555

www.carolhayesmanagement.co.uk



Pearl Lowe

Presenters & Brands | Presenters
Press

CAROL HAYES
MANAGEMENT
CREATIVE ARTIST & STYLE MANAGEMENT

020 7482 1555

www.carolhayesmanagement.co.uk



Pearl Lowe

Presenters & Brands | Presenters
Press

CAROLHAYES
MANAGEMENT
CREATIVE ARTIST & STYLE MANAGEMENT

020 7482 1555

www.carolhayesmanagement.co.uk



"I made some really rash decisions when we bought this house," admits Pearl Lowe, laughing, "but moving here wasn't one of them."

However made of a nightmare in space for her first, it seems to be in the right place.

It takes more than a decade since Pearl – pop star and model turned writer and designer – swapped the garden and scum of her previous "Princess Hill" for a life of artistic whimsy in Somerset. But while her heart immediately settled on a country life with her musician husband Danny Goffey (the ex-Supergrass band) and their children, it took at least six moves before they found a house that was right for them... Kind of. "It was a bit of a mess here – it had 11 bedrooms for a man and even with all the kids at home [and older daughter, model Daisy Lowe, visiting most weekends] that's too many. But it's the house that just wouldn't go away," Pearl explains. "A friend



found," she says, shaking her head in disbelief. "They're a beautiful couple; they're very nice and bubbly all over the place."

It seems incredible to prove you from the period drama that is a renovation project. While Danny was working with his new band Van Goffey and Pearl was creating designs for her eponymous lifestyle brand and children's fashion range, they were also living in a building site in the middle of winter and wondering if the heating would ever work again. "I was in a bit of a state, so it's no wonder I made some bad decisions," she says. "I'd already signed the paper to Daisy's name. The next day, Danny looked at the really expensive green wallpaper I'd put up in the living room and said, 'That's fine. It's a nice one.' It took me a while to get it out of my head."

"You've made a look like a light in a conservatory," she says. "I had to get it out with a new pattern from Lark Green."

Pearl's insights early on might have saved her some wallpaper choices, though. There's that gorgeous new kitchen with its three-piece island topped with seamless Aquilone marble. "Danny basically banned me from buying any usual jumble of oakwood cupboards, with drawers that stick and handles that fall off whenever you try to open a cupboard," she says with a laugh. "There were the elegant handles of the wallpaper she's used throughout, set against with tiger print and gypsy lamps, some art work and shaggy sheepskin, chandeliers and plants. It's there for a reason; it's that Pearl is a woman, she's in a new, more elegant level. 'Just want to live every room,' she says. "Basically, I want to be inspired by my own house." For more on Pearl's kitchen and interior design ideas, visit pearl.com

KITCHEN DETAIL

"Just love looking at this lightbox installation by Neil Thorne. So good," says Pearl. "It's in the kitchen, so you can enjoy it every day." **Get the look:** For alternative versions of Neil Thorne's, sometimes it's a mix of artists at Laurence Allen Gallery. The Orange Island is made by Pearl Lowe's Red Jo.

Pearl Lowe

Presenters & Brands | Presenters Press

CAROL HAYES MANAGEMENT
CREATIVE ARTIST & STYLE MANAGEMENT

020 7482 1555

www.carolhayesmanagement.co.uk

HOME PROFILE

THEY: CAROL HAYES Fashion and interior designer Pearl Lowe, her husband, musician Danny Goffey, and their children: Alice, 20, Frankie, 16, and Betty, 11. Plus Angus the Cocker.

THEY WANT IT: An 11-bedroom Georgian house located just outside Frome in Somerset. On the ground floor there's an entrance hall and more hallway, living room/study, dining room, family room, dining room, kitchen, playroom, pantry and utility room. The first floor has six bedrooms and four bathrooms. There are a further five bedrooms on the second floor.



FAMILY ROOM

"My house is lit out from the antique mantels in Frome and Chipping Nalton," says Pearl. "I'm passionate about a piece. Hence it will work in the mix." Here, it's the ornate prints that add an urban twist to her edgy, English country-house style. **Get the look:** Try to be the next roomer in Tipton House of Harleyway. The leopard-print chair is a flea-market find covered in fabric Pearl brought back from Hong Kong. The green velvet sofa is from DFS. The vintage mirror is from Les Coulter's C&C.

STYLING: CAROL HAYES





HOMES/ETC



BETTY'S BEDROOM

Betty chose every element of the black trapezium room - including the black and white striped wallpaper. "I suggested yellow but she was determined. She wants to be a designer one day," says Pearl. Get the look: The 4-Piece & Bath Suite from Stone Collection for a contemporary look is by TheLoraine-Jenny Co. The bed from a frame specialist. The butterfly sofa is by Pearl Lowe Ltd.

DAISY'S BEDROOM



HOMES/ETC



DAISY'S BATHROOM

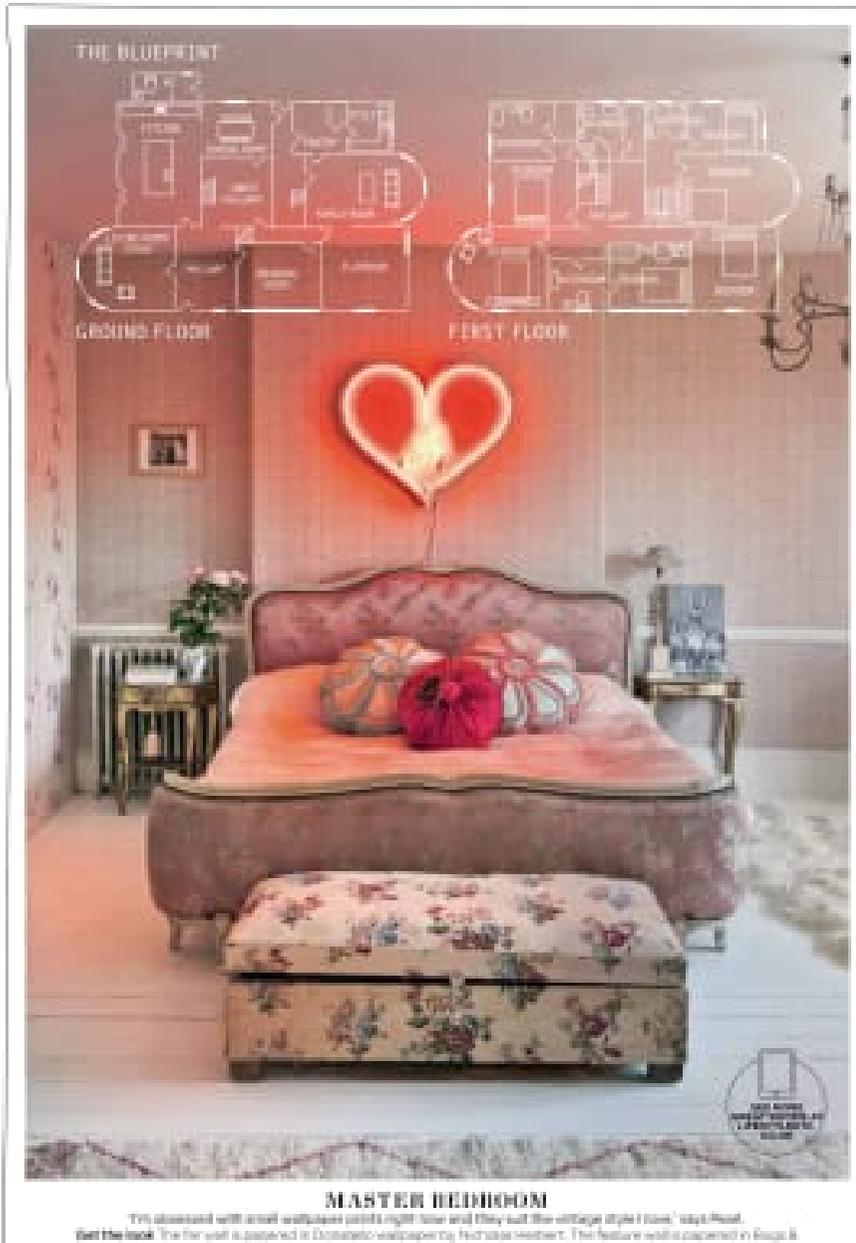
Pearl Lowe

Presenters & Brands | Presenters
Press

CAROL HAYES
MANAGEMENT
CREATIVE ARTIST & STYLE MANAGEMENT

020 7482 1555

www.carolhayesmanagement.co.uk



Pearl Lowe

Presenters & Brands | Presenters Press

CAROL HAYES MANAGEMENT
 CREATIVE ARTIST & STYLE MANAGEMENT

020 7482 1555

www.carolhayesmanagement.co.uk



Pearl Lowe

Presenters & Brands | Presenters
Press

CAROL HAYES
MANAGEMENT
CREATIVE ARTIST & STYLE MANAGEMENT

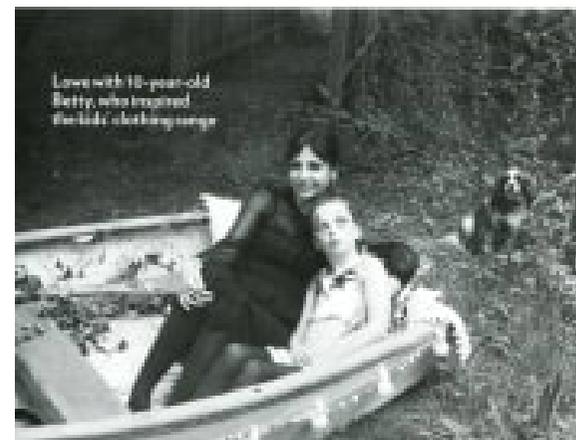


020 7482 1555

www.carolhayesmanagement.co.uk



Performers for the day prepare alongside Betty O'Connell as the record label's friends head dressing up



Lowe with 10-year-old Betty, who inspired the label's clothing range

old, Alfie, is a DJ in Bristol, he's studying music and asked me to make him a butterfly outfit for Beethoven. He's been making some of my vintage stuff and returning it, which is really annoying. 'Can you just ask me?' he exclaims. Although it seems her second child still hasn't learned, having recently appropriated her favorite leopard-print coat. 'One of his friends posted a picture of him DJ-ing in it on Instagram, and I just messaged him going, 'You'd better bring that coat back!''

“It's the most excited I've ever been about anything I've ever done. I'm really surprised because it's not even for myself”

It's hard to believe that it's more than a decade since she upped and left the infamous Princess Hill party set, which included Kate Moss, Jade Len, Sadie Frost, Liza Gallagher and Patsy Kensit. 'We were going out every night in London. It was hard not to - 'If you come tonight, we will give you a Gucci handbag,' or, 'If you come tonight we'll pay you a grand.' It's so tempting, you have to be so strong to say, 'No, I'm staying in.' And then, when I moved to the country, I didn't go out at all.'

The move was an extreme but necessary measure, designed to help Lowe finally quit her addiction to both cocaine and heroin. 'It took ages to look at that time finally because for me it was very damaging, but now I'm able to see that it was a really fun, crazy time,' admits Lowe, adding sincerely, 'I can reflect on my more mature years, let's say, with no jealousy.'

HER MEMOIR ALL THAT GLITTERS, PUBLISHED IN 2007, CONVEYED JUST HOW CENTRAL DRUGS WERE TO HER GANG. A few read the book when he was 13. 'The only kid was a year ago. He said as it was just on the shelf, he thought he'd read it. I cried when he said, 'I really know what you've been through

and I'm not going to make the same mistakes. I'm so proud of everything you've done.'"

Her eldest daughter, Daisy, 21, appears to inhabit a not-too-dissimilar world from her mother's former in-crowd, frequenting Glensbury with her friends Patsy O'Connell and Alex Chung. 'I'm a walking encyclopedia on what you shouldn't do. I can sit down with my children, and I can guide them from my experiences. Alfie and Daisy really do listen to me.'

Model Daisy was the only one of her four children not to make the country move, opting instead to stay with her maternal grandparents in Luton and finish her schooling at South Hants High School. And this autumn she's being up her catwalk clothes and cropped them for dancing shoes on BBC One's *Society Come Dancing*.

'Daisy said, 'Sorry, Mum, but from now on your Saturday-night viewing is me.' We were so excited,' beams Lowe. 'I never really watched the show but Betty was obsessed with Abbey Clancy when she was out, so she is over the moon, she couldn't be prouder of her sister.' Lowe admits that Daisy is a natural. 'She always wanted to go to ballet, I'm really pleased people will get to know her. She is so sweet, so intelligent and she's very strong-willed.'

THE YOUNGEST, BETTY, HAS ALSO DIPPED HER TIDE INTO THE FASHION POND. After she appeared in a shoot for cool culture magazine *i-D*, stylist Katie Grand tasked Lowe asking if Betty would model in a Marc Jacobs ad.

The designer is known for his irreverent campaigns - Victoria Beckham's legs poking out of a giant shopping bag, for instance - and the images of Betty dressed in a long, python-print skirt and gold mask garnered typical coverage in the tabloids. 'It wasn't provocative in any way,' says Lowe of the demure photographs. 'She'd never been to New York, she'd never even been to America, so for her it was a dream come true. We went up the Empire State, we went in a carriage round Central Park, we saw the Statue Of Liberty.'

Since then, Betty has been photographed for the cover of *Figure* magazine. 'We flew to Milan last week. We have these little adventures together. It's not really what she expects to do - she wants to be a manager,' admits Lowe. 'She was a bit angry with me about the editorial for *Be* &



get which creates from past moments and negotiating how much glitter they can wear on their walls, eyes and anywhere else. There's her husband, multi-genre drummer Danny Gokey, and musician wannabe on guitars in the next room, while her study has been transformed into a makeshift dressing room with racks of her own children's range, Patsy Pearl Lowe.

'I found this amazing vintage fabric at a vintage fair, tucked it in a hutch and made some curtains for Betty's room. Next I made a cape and hat, and that's how Patsy Pearl Lowe started,' explains Lowe when talking me through her circa-theatrical collection, which contains butterfly-winged headsets, capsize elements of glitter, tulle, tulle, top hats and velvet capes. Daisy starts dressing up, this is not. Think 1930s inspire at its and live nature in the most appropriate style. 'It's the most excited I've ever been about anything I've ever done,' explains Lowe. 'It's so weird, I'm really surprised because it's not even for myself.'

THE CLOTHES ARE NOT YOUR NORMAL EVERYDAY WEAR, but this life at Pearl Lowe's is anything but pedestrian. 'I'm very childlike,' Lowe confesses, 'and my kids love dressing up. Fairly enough, my 10-year-

TOP and LEFT: Lookbooks, glitter, top hats and velvet ropes make up the Patsy Pearl Lowe collection. ABOVE: Lowe and eldest daughter Daisy

Pearl Lowe

Presenters & Brands | Presenters Press

CAROL HAYES
MANAGEMENT
CREATIVE ARTIST & STYLE MANAGEMENT

020 7482 1555

www.carolhayesmanagement.co.uk

PROFILE



Betty has already modelled for Marc Jacobs and Vogue Bambini

FROM TOP: Lowe with youngest daughter Betty; with husband Danny in 2014

that. She was like, "If I was my own agent, I wouldn't have accepted that."

LOWE READILY ADMITS MONEY AND FINANCE ARE NOT HER FORTÉ.

"Danny and I are so shit with money, it's been our thing in life. We've not had money to put petrol in the car sometimes, it's been that bad. So now any money I earn goes straight into my business. I've had an outside investment, which I'm really proud of." Geoffry, meanwhile, has his new haul. "Vagabond. He's got all his mates and they're off to India soon to do a festival. He's loving it. He doesn't feel he has to be successful. He knows what success feels like; this is something to feel his soul."

And what's feeling her soul? "Creativity," says Lowe quite simply. "It makes me really emotional because there was a time when I would sob at night and not be satisfied from my life because I was so deeply unhappy. I used to ask myself, 'Why? Why can't I be

happy? I've got beautiful kids, I love my husband, I've got a wonderful home - why?' And I think it's because

I wasn't being creative - that's how you can overcome addiction. I didn't realise until about a year ago that I wasn't waking up with a black cloud hanging over me."

Now there's no shortage of creativity in Lowe's life, having just finished styling Jamie Oliver's new show and book, expanding her range of candles to incorporate fragrances, and juggling filming commitments as the vintage expert on Channel 4's *Four Rooms*.

But it's the joy of creating Petrie Pearl Lowe that really brings a sparkle to her eye. Lowe has added an extra eye to the range for Betty, as she's getting bigger; and, after making Daisy a butterfly outfit for *Glastonbury* this year, she's now thinking of doing a few key pieces for Isaac, too. It looks like life is anything but sulfate in Somerset. ■ *Petrie Pearl Lowe is available at Wards, Selfridges and online at PetrieLowe.co.uk*

Christmas with The Loves

Where do you like to celebrate? "Last year, we jumped ship to Miami, but we didn't like it so much. We needed the cold. Thankfully, this year it's back home."

Who's invited? "We have everyone round. My family and Danny's family, Danny's brother and all his lot. It's pretty snazzy."

Who cooks? "Danny. He is an amazing cook. He does the turkey and I do the veg."

What kind of tree do you have? "I love decorating. I'm obsessed. I decorate the tree on 1st December. I've been known to buy two because the first one's dropped before Christmas and I've had to get another one."

Do you have a colour theme? Is it black and gothic, or bright and sparkly? "In honour of Betty's first Christmas, we bought a white tree with pink decorations. So we have a lot of lights. I try to limit it to two colours but Betty wants everything on."

Any special traditions? "Sadly, Betty made Danny admit there was no Father Christmas. Some of her friends had been telling her he wasn't real and she didn't want to be the last to find out. So, for the first time in 26 years, we won't be putting out mince pies, snow feet, carrots and cherry for Santa."

Are you an organised present-buyer or a last-minute-clash person? "There's always a last-minute dash - I never feel I have bought enough presents."

Pearl Lowe

Presenters & Brands | Presenters Press

CAROL HAYES
MANAGEMENT
CREATIVE ARTIST & STYLE MANAGEMENT

020 7482 1555

www.carolhayesmanagement.co.uk