

LABEL TO LOVE: MACGRAW

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Scene-stealing styles from the Australian sisters

13pt

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MACGRAW Black Jersey Canter Midi Dress



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MACGRAW Blue Silk Horse Print Dressage Skirt

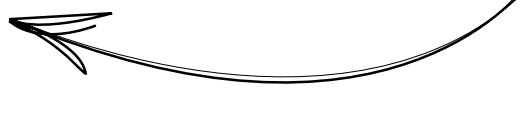
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Australian brand **macgraw** is redefining what 'cool' looks like. Beth and Tessa have been fashioning the same captivating effect since launching in 2012 by subverting the femininity of their clean silhouettes with fun flourishes. As romantic as the brand's cult lace blouse is, for instance, the wide bell sleeves give it a modern edge which has attracted streetstyle stars like Pandora Sykes. Easily dressed up or down, macgraw clothes and glitter speckled shoes always make an ultra-stylish statement.

Beth and Tessa gave us inside track on macgraw's bolder and brighter Pre Fall 16 collection below, and shared their styling tips. Feel free to take notes...

"This skirt shape has become a bit of a signature for us. We update it each season in our exclusive prints. I personally love wearing the dressage skirt with a white tee or a cashmere knit and kicks." Tess.



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Playfair

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Where did you find inspiration for the shapes, colours and decorative details?

"Equestrienne" was born of the idea of the heritage and romance of horse riding. We were quite drawn to the majesty and tradition; the beautiful layers and uniform tailoring really made sense to us. Once we started researching, we were inspired by a rich history of stoic equestriennes from the fictional National Velvet to modern day Olympians and jockeys. Our prints have become a collection highlight and we now create two prints each season. One is a little more playful- enter the horse print. They are all hand drawn by Tessa.

How these pieces fit into the brand's ethical philosophy and spirit?

We make all the collections in Sydney and it is important for us to be they are part of the team. we try and use natural fibres where we can, our prints are all 100% silk, and our pony and windsor pieces are in a beautiful light summery cotton.

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@macgrawlove: Beth and Tessa MacGraw

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Who/what they've been named after?

Naming our collection is one of the really fun parts. We usually head somewhere...a bar or dinner with a few creatives...discuss our inspiration, open a bottle of wine, and let the names flow. It's a naming ceremony of sorts. You will see most of the names reference horse riding in some way- Canter, Jockey, Steeple.

What qualities does the macgraw woman have?

Our girl is international and spirited; she doesn't take herself too seriously but has a serious eye for detail.



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MACGRAW Black Bib Fil Coupé Caviar Gown



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MACGRAW Black & White Check Canter Midi Dress



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MACGRAW Red & White Crochet Steeple Top & Midi Skirt

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MACGRAW Blue & White Cotton Striped Windsor Dress



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MACGRAW Blue & White Cotton Pony Shirt Dress

"An easy summery piece. Beth and I love wearing this with our gold lucky boots." Tessa.



"I love wearing this fun and flirty dress with a white shirt underneath." Beth.



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