

“Fashion fades. Style is eternal”

In celebrating 200 years of engineering innovation, Peugeot is set for the launch of their new car - the RCZ at the 2010 Australian International Motorshow in Sydney. In honour of this release, Peugeot has chosen to work with the young designer label Begitta, in creating a uniquely designed garment which will represent the style and emotion - not only the company but the car itself.

After making it to the finals of the National Retail Awards in 2008, the label Begitta has been a standout with the media and public. Using the key staples of this label ‘Feminine, Fun, Flirty, Elegant, Fabulous’, Begitta has created collections, engaging fans from all over the country along the way. Having been nominated for Gold Coast Honours in 2009 by the Gold Coast Bulletin, completing short courses in millinery, working on shoots, shows and the fashion website, fashionscene.com, it cannot be denied that there is no wonder the label caught the eye of luxury car company, Peugeot.

Over the company’s 200 years, Peugeot has evolved into one of the largest car manufacturers in Europe. A pioneering marque that prides itself on innovation and who are dedicated to not only style but elegance.

Style and elegance comes easily to Begitta, which is evident in her garments of excellent quality, fabulous fits and high style. This is what makes this union of the pair so perfect.

“For 200 years, Peugeot has uniquely combined emotion and the pursuit of perfection in all its activities. Peugeot’s aim is to ensure that emotion is always at the heart of the motoring experience: a Peugeot will never be purely functional. This is the thought with which we’ve commenced 2010 and that which will see us move toward achieving our goals for the future. As we launch such products as RCZ, 5 by Peugeot and the Hybrid4 technology, our focus is on innovation. And that is why we are delighted to be associated with “Begitta” for the Australian International Motorshow, as Begitta design and inspiration are focused on modernity and style and just like Peugeot, will never be purely functional.” says Ken Thomas, General Manager / Director, Peugeot Australia.

Designer Begitta Stolk, will not only set out to create a unique garment for the 2010 launch of the RCZ, she will also be showcasing her latest collection 'DollHouse' at the Australian International Motorshow on the 16th of October. “I feel so honoured and excited at the prospect of working with such a remarkable company, to be able to not only create a unique design for Peugeot but to also show alongside such a well known and respected corporation, is an incredible opportunity. I was given a brief on the RCZ, the International Motorshow and the requirements of the dress itself. The words ‘Bold, Sophisticated, Innovative and Conscious’ were the four words to abide by when coming up with the design. My garments are created using the highest quality fabrics and detail, each must be well cut and finished. No element is too small to consider when it comes to designing a garment to fit such a phenomenal brand. The design will be stunning, sleek and timeless, much like Peugeot itself.”

An opportunity of a lifetime for this young designer, the future is looking bright. To whatever does come next, one thing is for sure, the future will be Feminine, Flirty, Fun, Elegant, and most definitely Fabulous