

**BRUNO SCHIAVI AND PETER MORRISSEY COLLABORATE
ON NEW DESIGNER RANGE 'MAN by PETER MORRISSEY' &
"Woman by PETER MORRISSEY"
TO BE STOCKED EXCLUSIVELY AT BIG W**

After a successful 18 months establishing his top selling Shapewear brand with **Dr 90210's Dr Robert Rey** across the US, Canada and Australia as well as launching ranges with international cricket star **Brett Lee** and pop icon **Janet Jackson**, Bruno Schiavi is delighted to announce another new direction for Jupi Corp. Moving into high fashion but with the current economic climate in mind he has teamed with Peter Morrissey to add a new fashion brand to his already impressive stable.

Iconic Australian fashion designer Peter Morrissey has been a dominant force in the Australian Fashion Industry for 25 years. The Morrissey label cemented Peter's dominance in the Australian Fashion Industry which soon captured international attention when he started the label in 1997. Peter eventually sold the label and but continued as a Consultant to the owners of the label. Peter and current owner M Webster Holdings parted company in February 2009.

This departure signified a new beginning for Peter Morrissey. Free to pursue new interests, Peter approached Bruno initially for advice on designing for the mass market in tough economic times. This soon turned into this incredible opportunity to expand with Bruno Schiavi here and in the US building on his current designer status.

Peter Morrissey has established five star credentials and dressed some of the world's biggest stars including **Elle Macpherson, Nicole Kidman, Geoffrey Rush, Helena Christensen, Jon Bon Jovi, Chris Issack, Jerry Hall, Dame Edna, Naomi Campbell, Linda Evangelista, Megan Gale, Kylie Minogue and Michael Hutchence** and the **Band INXS**. He has received a multitude of awards throughout his career including GQ Man of the Year – Designer 2002, FHM Designer of the Year 2003, 2004 and 2005 and CLEO Maybelline Designer of the Year 2004. In 2003 Peter was asked to design the Qantas uniform as well as OPSM staff and the Novotel hotel chain are getting the treatment. Peter has currently designed uniforms that are worn by 67,000 employees around Australia and worldwide. McDonalds recently announced that Peter will design and dress 7,000 restaurant managers to be rolled out in late 2009.

"Partnering with such an amazing and iconic designer is a dream come true for me. I have always admired and followed Peter's career and achievements over the last 15 years. I think our collaboration will ignite a new flame in the fashion world and we hope that our collections will inspire men and women" said Schiavi.

Schiavi and Peter Morrissey announce their new design partnership with plans to launch an exclusive range this year with BIG W in Australia. They also have plans to launch in the US and Europe in 2010. Uniting with a common goal - their aim is to bring affordable style to the people. With such formidable fashion credentials these two dynamic designers are set to break new ground with their affordable and highly accessible designer wear.

"I'm so proud of the career I have had to date. Peter Morrissey will be an extension of my career as Morrissey, as Morrissey was an extension of Morrissey Edmiston. I act always in respect to my past never in reaction. With lives suffering because of this economic climate I wanted to do something that showed that I understand what people are going through and that I do care. To find a man like Bruno that I not only admired as a successful international businessman but most importantly as a gentleman who shared my vision. Together we plan to share our vision by 'Fashioning people's lives not just their wardrobes'. I like to say if you have to economise don't compromise" said Peter Morrissey.

"We are thrilled to welcome Peter Morrissey to BIG W. As one of Australia's great fashion designers, the Peter Morrissey brand will offer our customers a touch of luxury and glamour at an affordable price." Georgia Sotiropoulos, General Manager Soft Goods - BIG W

Named in the BRW Young Rich List for the last six years as a top Australian Fashion Entrepreneur, Bruno Schiavi has carved himself a unique position in the fashion industry and business world. Just nine years ago Bruno Schiavi started with assets of only \$2000, since that day this creative and very intuitive fashion aficionado has grown to position Jupi Corp as a global powerhouse.

In August 2002 Schiavi launched the **anabella** line of lingerie followed by the sell out release of **Delta by anabella** in October 2004 in conjunction with **Delta Goodrem**. Schiavi joined other partnerships with icon's & celebrities such as Priscilla Presley in 2005 & Dr Robert Rey, renowned Plastic Surgeon and star of Dr 90210 in 2007. Last year saw two new collections in retail stores in Australia: **Dr Rey's Shapewear** and **AceStar** with Brett Lee as well as the announcement of his collaboration with **Janet Jackson** on an intimates range due in stores in Australia in late 2009.



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