

Glamorous Gals and Femme Fatales

Toronto, Sept 04----For fall, 2008, Lady Be Good, or maybe Not---Opulence, elegance and classic glamour have returned to fashion. Inspired by icons like Grace Kelley and Lana Turner, women of all ages, whether fresh-faced ingenues, ladies who lunch or femmes fatale, are confidently pursuing the classic look of golden-era Hollywood glamour.

Drawing from our stylish archive of early 20th century ephemera, Petalwear leads this return to classic glamour, but gives this polished look a daring twist. This fall, leave the good girls behind and transform yourself into an alluring lady worthy of the most seductive film noir, by simply donning a Petalwear rose. Inspired by the jewel-toned hues of vintage satin, the rich textures of a private investigator's chesterfield, and the glint in Marlene Dietrich's eyes, Petalwear's fall 2008 collection wants to bring out the vixen in you.

You will always feel elegant, stylish and a little daring in Petalwear jewelry. You might throw caution to the wind, and finally meet that special someone at a lonely bar at the edge of town for a stiff drink while wearing "Maude is Marvelously Mad," a jewel tone mauve that will get the gins, and tongues, wagging. Why not arrive to the company party flaunting your assets, but keeping your secrets, in the winter inspired "Blue For Drew." For those both naughty and nice try on the "Cream No Sugar" -- you'll love the way it compliments any outfit, whether demure or barely there. Later, throw on Petalwear's classic red "That's What Ladies Do", while you gab with the girls about all the hearts you've broken. This Fall and Holiday season there is a Petalwear rose for every lady and every occasion. Choose your role. Choose your look. BE your own glamorous self.

But remember, being bad doesn't mean anything unless you're also a little good sometimes. Petalwear is a company that is committed to bettering our community and to supporting charity and fundraising events. Last Spring, for example, Petalwear designed a disco rose for the Buy Design gala that supports Windfall Clothing and this Fall we will be at Fashion Cares, Out of the Closet. We are always open to supporting community groups and programs through our jewelry. If you have an upcoming charity or fundraiser Petalwear will donate a rose to your event. Please contact us at: marytheresalawlor@yahoo.com to make arrangements.

Mary Theresa Lawlor is a media artist and vintage jewelry collector and founder and lead designer of Petalwear. Her newest collection of resin roses continues to be inspired by, the mystery of Hitchcock's Rear Window and the danger of The Postman Always Rings Twice. Please visit www.petalwear.ca or contact: marytheresalawlor@yahoo.com.