

EMBARGOED UNTIL WEDNESDAY 10 AUGUST 2011

PETER MORRISSEY BUYS HIS NAME BACK AFTER 14 YEARS

Renowned fashion designer, businessman and entrepreneur Peter Morrissey announces that he is again the sole owner of the **MORRISSEY** brand.

Following the closure of **MORRISSEY** retail business by most recent owners M Webster Holdings in February 2009 Peter has been in discussions to regain ownership of the MORRISSEY trademarks. The parties have been able to reach an agreement which has returned all MORRISSEY trademarks to their original namesake.

Peter Morrissey is exploring opportunities to rebirth the once iconic **MORRISSEY** label with a new team and fresh ideas while keeping the classic **MORRISSEY** style, while continuing his successful range **Man & Woman by Peter Morrissey** available at Big W.

Peter Morrissey said, "I am thrilled and excited to own my own name again and what that means for me."

John Cheston, CEO of M Webster Holdings said, "The brand is in talented and capable hands and we wish Peter all the best with the re-launch of the brand."

Background

Cementing his dominance in the cut-throat world of fashion in the 80's and early 90's first with Leona Edmiston and their label **Morrissey Edmiston**, Peter's celebrity status was propelled to the designer of choice for celebrities including Nicole Kidman, Elle MacPherson, Kylie Minogue and Jon Bon Jovi.

Peter's sheer determination prevailed in 1997 when he gathered together a group of designers and created the label **MORRISSEY** that was subsequently backed by renowned stockbroker Rene Rivkin. The label was known for creating classy, chic, beautifully cut, sophisticated designs which confirmed his place as a major fashion player on the world stage once again.

In 2000 the Orotan Group purchased the **MORRISSEY** label from Rivkin before making its way to M Webster Holdings in 2006. Peter continued to be involved as a brand ambassador without having the ultimate control of the label. During this time the brand continued to trade throughout the MORRISSEY stores and David Jones.

M Webster Holdings announced in February 2009 that the **MORRISSEY** stores would close. The **MORRISSEY** brand continued licensing ventures after the closure of the stores and Peter moved on to other business ventures and passions.

Throughout each phase in the **MORRISSEY** journey, eyewear has been and remains a successful highlight to the **MORRISSEY** collection. Since the eyewear launch at the 2001 Mercedes Australian Fashion Week, Peter has remained the creative influence behind the **MORRISSEY** sunglass and optical range, alongside long term partners Sunshades Eyewear.

In 2009 Peter Morrissey formed a partnership with Bruno Schiavi to develop a very successful mass market range for Big W, **Woman by Peter Morrissey** and **Man by Peter Morrissey**, featuring chic, classic, refined clothing, lingerie and underwear and to this day sees Peter back in a lead designer role.

On top of the agenda for the **MORRISSEY** brand is the current sunglasses and optical range with license partner Sunshades as well as meeting with the Milleni Leather Goods and Frost Merchandising product ranges.

The next order of business for **Man & Woman by Peter Morrissey** is their inclusion at the Mercedes Benz Group show on Monday 22 August at Mercedes Benz Fashion Festival in Brisbane and their solo show at Mercedes Benz Fashion Festival Sydney on Tuesday 23 August. The general public has the opportunity to attend these shows and tickets are on sale now for MBFF Brisbane through Qtix.com.au and for MBFF Sydney through Ticketek.

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