

# Hawthorn East milliner Wendy Stone to unveil latest collection at MAArvellous Millinery

August 26, 2015

Greg Gliddon Progress Leader



Hawthorn East milliner Wendy Stone will showcase her latest collection at MAArvellous Millinery. Picture: Janine Eastgate.

SPRING is in the air at last and that means one thing — fashion is back for the racing season.

Hawthorn East milliner Wendy Stone will unveil her latest creations as part of the MAArvellous Millinery event held at the Arts Centre on September 17.

Ms Stone has worked as both a milliner and Product Development Manager at iLANA DESIGNS for the past 20 years.

We actually start preparing our next spring racing collection in December, immediately after the current season as there is time to reflect on current trends and how they can be interpreted commercially.

“Knowing what’s on trend is really about just people watching and keeping an open mind.”

She said this year non-traditional materials and techniques would be showcased in high end pieces, but she admitted she still likes the traditional pillbox and saucer plates on headbands as they are very commercial and always looks elegant.”

Ms Stone’s own spring collection will be available for purchase on the night through a pop-up shop.

“There’s 30 different milliners exhibiting and we’re each contributing five themed hats for the parade,” she said.

“This is about making the runway as fantastic as can be and if the sales come on the day, then that’s a bonus.”

[Millinery Association of Australia](#) president Phillip Rhodes said the spring racing-themed soiree would enable milliners from all over the country to unveil their spring collections.

“MAArvelous Millinery is a fantastic environment for our members to showcase their latest ranges of hats, fascinators and headpieces,” Mr Rhodes said.

Mr Rhodes said as a lead-up to the spring racing carnival begin, MAArvelous Millinery would provide guests with key insights and access to the latest millinery trends and styles to ensure they are well-prepared for the season ahead.

Door prizes will be on offer throughout the evening and guests will be encouraged to flaunt their spring racing style to be in the running to win a \$350 millinery voucher.

[MAArvelous Millinery](#) is at the ANZ Pavilion, Arts Centre, Melbourne on Thursday, September 17 from 7pm.

Tickets are \$70 per person and can be purchased from [TryBooking](#).