



public relations / events / digital

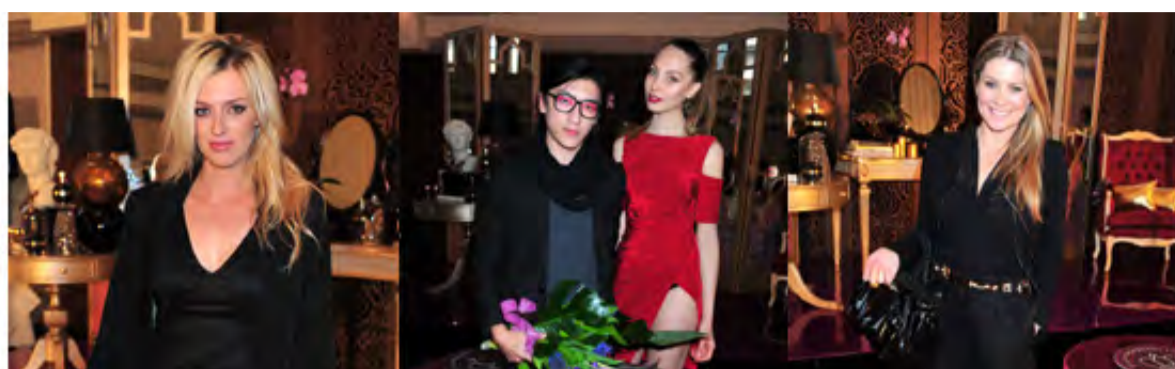


Charlie by SJB Interiors   Mad Mex Melbourne Launch   Strand Arcade eDM

To see more 6dc news [click here](#)

## news

An Ode to No One Wins 2010 Chambord Shine Awards



At a glamorous lunch hosted by Melissa Hoyer at The Tea Room at Sydney's historic QVB, An Ode to No One was announced as the winner of the 2011 Chambord® Shine Awards™. An Ode to No One took the prize following a vote via iPad by the guestlist of fashion industry heavyweights including Peter Morrissey, Gracie Otto, Natalie Bassingthwaite, Alyssa McClelland, Charlotte Gregg, Didier Cohen, Joe Farage, Bruno Schiavi, Carl Kapp and some of Australia's most prestigious fashion journalists.

An Ode to No One designer Adi Setiadi won a mentorship with Seduce to have his red silk cocktail dress produced and sold through Seduce stores nationally from September 2011. The launch will be celebrated with cocktail party at Seduce's flagship Ivy store in Sydney. They will also have their own personally designed window displays throughout Seduce stores for a full month.

## we love...

Jungle Fever with Dr Rey's Shapewear



The hot topic of conversation at Mercedes Benz Fashion Festival Sydney, was whether plus size models were hot or not. However, one look at Vogue Italia covergirl, Robyn Lawley strutting her stuff in a leopard print body suit for Dr Reys Shapewear was proof that curvy and confident is the way of the future.

The new range of leopard print shapewear from Dr Reys is proves once again that we don't need to choose between unflattering skimpiers and nanna knickers. Now women can camouflage their problem parts and showcase their killer curves in styles that are as sexy as they are structured. The 6dc girls are making a bee line for Target where the range is landing this month.

## we watched...

The Story of Mad Mex



Proving that they're as Mexican as Mexican can be, this month Mad Mex launched a hilarious short film telling the story of how everyone's favourite Mexican restaurant chain came to be born. Tracing the birth of Bebe Mex, his growing up in Baja California and riding the Mexican wave to Australia, the clip humorously tells the backstory of the brand being established to bring fresh, authentic Baja Californian cuisine to Australia. Be sure to check it out at [www.madmex.com.au/story](http://www.madmex.com.au/story).

## we did...

Peter Morrissey at Mercedes Benz Fashion Festival Sydney



The 6dc offices were Fashion Festival crazy this month and were delighted to bring Peter Morrissey's to the Sydney runway for the second year at Mercedes Benz Fashion Festival Sydney.

Fresh off a plane from Brisbane where the Man and Woman by Peter Morrissey stole the show at the Mercedes Benz Group Show, Peter created a stir in Sydney arriving on the steps of Town Hall with ten male models dressed in his famous Man by Peter Morrissey suits.

Guests including Erin McNaught and Nathan Joliffe, Natcho Pop and Paula Joye enjoyed a front row view of Peter's fifth collection available at Big W including nautical stripes, colour blocking and neutral basics as well as some very sexy lingerie and underwear. With no item over \$80 in either the Man or Woman by Peter Morrissey collections, check out your nearest Big W before styles fly off the shelves.

## our favourite things this month...

The new season of Spirited on W – Rodger Corser as Steve is making us cry with laughter and cringe in equal measures : The Conde Nast Elevator Twitter – finally letting us be flies on the most famous walls in the world : Hot Dogs – Classic American, Chilli or Aussie Style, this month we are all craving a sausage in a bun...with fries on the side : Paris – With our fearless leader heading off to the city of lights, the rest of us have been consoling ourselves with Macarons, French Martinis and dreams of the Left Bank

**we learnt** "Why an office manager is invaluable"

**we heard** "Impossible Dreams, the new album from Lover's Electric"

**we read** "Fab new food magazine...Feast"



Amanda Fry  
61 2 9280 1600  
61 418 262 282  
[amanda@6dc.com.au](mailto:amanda@6dc.com.au)

[like on facebook](#) | [tweet](#) | [view online](#) | [unsubscribe](#) | © 6DC 2011

Follow us on