

Micky In The Van &



Micky In The Van and Saint Stella M: Two Sister Brands Redefining Fashion with Heart and Innovation

[Paris, 14/09/2023] - Esteemed designer and creative visionary, Estelle Michaelides, embarks on an extraordinary journey with the Paris launch of two sister brands: Micky In The Van and Saint Stella M. These labels are a testament to Michaelides' unwavering commitment to storytelling and innovation in fashion.



Micky In The Van, a label defined by storytelling and inspired by the heart, has been a labor of love for Estelle Michaelides. With a dreamer's spirit and a storyteller's soul, she brings forth a unique blend of wearable art that merges poetry and romance with an urban edge. Her exuberant design aesthetic encompasses a diverse range of styles, including streetwear, evening wear, sportswear, knits, and accessories. What sets Micky In The Van apart is Michaelides' dedication to the craft—designing and printing her own fabrics in Melbourne. These fabrics originate as watercolor paintings, drawings, and digital collages, resulting in garments that are not only beautiful but deeply personal. Moreover, every Micky In The Van piece is manufactured locally, ensuring quality and a strong commitment to ethical fashion.

Estelle Michaelides reflects on the genesis of Micky In The Van, "I returned to my fashion design roots in 2012 after a twenty-year hiatus, driven by a desire to elevate the local fashion scene. I was disappointed by what I was seeing from Australian designers who lacked

fundamental knowledge of garment construction and textiles. There's more to designing than just creating a pretty dress. I wanted to design from the heart, making my work poetic, rhythmical, and evocative. That's the magic of my craft."



Her dedication to integrity and a commitment to her clients led her to create Micky In The Van—a label that tells her story, her team's story, and the wearer's story. "Micky In The Van is my expression, my spoken word, my journal," she affirms.

And now, in an exciting development, Estelle Michaelides introduces **Saint Stella M** as a sister label, pushing the boundaries of fashion even further. Saint Stella M is the avant-garde embodiment of opulence and beauty, inviting fashion enthusiasts to embrace the unconventional and extraordinary. With daring silhouettes and luxurious fabrics, Saint Stella M challenges traditional notions of style, presenting each creation as a bold statement in itself.

As these two sister brands take the fashion world by storm, Estelle Michaelides welcomes you to join her on this remarkable journey. With Micky In The Van and Saint Stella M, she invites you to experience the splendor of custom-made, made-to-order pieces, all lovingly crafted by a small team of dedicated artisans, right in the heart of Melbourne.



About Micky In The Van

Micky In The Van is a womenswear label that merges poetry and romance with an urban edge. Creator Estelle Michaelides is renowned for her exuberant design aesthetic, encompassing street style, evening wear, sportswear, knits, and accessories. All garments are designed, printed, and manufactured locally in Melbourne, ensuring a commitment to quality and ethical fashion.

About Saint Stella M

Saint Stella M is the avant-garde embodiment of opulence and beauty, redefining fashion with untold creativity and fearless design. With daring silhouettes and luxurious fabrics, Saint Stella M invites you into a realm of unparalleled decadence, pushing the boundaries of traditional style.

For more information about Micky In the Van & Saint Stella M and to explore the collections, please visit <https://shop.mickyinthevan.com.au/> & <https://saintstellam.com/>

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