

DAILY DISPATCH

Furry Friends

Gigi Mortimer and Courtney Moss launch accessory line Glamourpuss NYC

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(NEW YORK) "It all started last March at a hockey game," explained Gigi Mortimer of the new accessory line, Glamourpuss NYC, she is launching for Fall 2009 with friend Courtney Moss. Mortimer, a mother of three and former accessory designer for the likes of Ralph Lauren and Vera Wang, and Moss, a mother of 2 and veteran publicist of Dior, Tommy Hilfiger, Armani and YSL who currently serves as a director at Linda Gaunt Communications, were lamenting the fact that it's all too easy to opt for jeans and jackets. Even hockey games merit a bit of chic, *n'est pas?*

Seven months later, Glamourpuss is arriving in stores. For Fall 2009, the line consists of two items--a slouchy little scarf dubbed the "fur funnel" made of stretch rex rabbit fur and a "foxy mitten" made of fox and leather and lined in waterproof material. "They're great for skiing," laughed Mortimer of the gloves, which will retail for \$315. The scarves, priced at \$198, come in 12 different shades ranging from black to fuschia to cornflower blue. Operations are currently being run out of a home office in Mortimer's Upper East Side apartment. "Gigi and I do everything from printing out UPS slips to transferring from PayPal ourselves," said Moss. "It's really important to know how each piece works before we bring in a staff to help out."

Glamourpuss NYC products are available at the brand's website and Kirna Zabete well as several Tory Burch locations, including New York and Dallas. But their primary distribution channel is Calypso, which will carry Glamourpuss products in all 11 stores nationwide. Tonight, Mortimer and Moss are celebrating the partnership with a cocktail party at the brand's Madison Avenue boutique to officially launch the line. "We are so happy to work with Calypso," says Moss, "Because they truly understand our lifestyle. These pieces are perfect for women of all ages who love travelling, the outdoors and athletics--but want to look chic at all times."

While the fur pieces will also be sold for Spring, Moss and Mortimer are also planning to focus on swim, with a line of bikinis flattering to all figures and sarongs culled from Bali. "We want to grow, but not too quickly," Moss explains. "But there's something about fur and swimsuits together that just works, right?"

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