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Media release – POSY ROBES

Taking Melbourne bridal and maternity robes to the world ... in six months flat!

Local designer and manufacturer, Posy Robes, is meeting a market niche

Just six months after setting up an online business, a Melbourne-based designer and manufacturer, Posy Robes, is already sending its floral bridal and maternity robes across the globe.

Using social media – Facebook and Instagram – as well as the artisan products website, etsy.com, Posy Robes owner Dee Wattie has been fulfilling orders from across Australia as well as New York, Texas, Budapest, Edinburgh, Toronto and London.

She came up with her business idea as a bridesmaid: “The bride gave each of us robes to wear while we were getting ready for her big day. We stepped out and our photographer started laughing.



"We realised the super-short robes we were wearing had our shapewear on display. Tired of compromising, I decided to go out and design my own," said Dee.

After six months of sourcing high quality rayon, lace and silk fabrics, creating digital designs and finessing samples to meet her vision and zero-ing in on the right manufacturing team, Dee launched Posy Robes last November. The robes are non-synthetic, come in three styles, are knee length with kimono sleeves and have a matching waist tie.

"Posy robes are made to feel beautiful in. They have a super soft feel, are lightweight and create the perfect drape to make you look and feel your best. They are luxurious."

"Our patterns stem from our name-sake, with devotion to peonies, roses, hydrangeas, and all the other blooms we know and love," she said.

Dee, 31, honed her business skills in her past corporate life managing large-scale accounts after she finished her business advertising studies.

"I never really felt inspired by the environment of the day-to-day requirements of account management, but I'm thankful for the business and networking skills that I developed. They have allowed me to make Posy Robes a going concern.

"I knew I wanted to be my own boss, challenge myself, be creative and enjoy the freedom and flexibility that working for myself would provide," she said.

Posy Robes is an Australian startup, which designs and manufactures bridal, bridal party and maternity robes from non-synthetic fibres with exquisite floral prints. It currently offers a range of 3 designs in 7 colours in two generous sizes with more designs and floral patterns on their way!

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