



Mathieu Salem, Couturier & Stylist

Media Release: For Immediate Release

Mathieu Salem was born into a family with a history in Australian fashion and the arts. It was this nurturing base that led to his study of Fine Arts and Fashion in Australia and London.

“Designing has been a lifelong passion of mine, beginning when I was a young boy, sitting watching my Mother and Aunts taking lengths of fabric and creating beautiful garments.”

Since leaving studies in 1986, he has worked in all facets of the Fashion Industry. From actual clothing design and production, to overseeing the design and launch of retail outlets, his career has taken him around the world.

During this time he has gained a wealth of experience using the old school techniques of draping, cutting, fit and fabric embellishment. **Mathieu Salem’s** classic designs have seen his Australian client base to Europe and the Middle East, winning multiple Awards for Bridal, Evening, Race and Day wear along the way.

“I believe Couture to be an art form... an expression of creativity that fires the emotions from the initial sketch to the finished garment. Whether a client wants dramatic architectural forms that skim the body, lavish excesses of silk skirts or intricate hand detailing, it’s the excitement that only a couture garment can create, that drives and satisfies me.”

“I have always loved design, but the greatest pleasure it brings into my world, is that of the smile reflected in the mirror, when a client sees ‘her’ vision become a reality.”

In 2006 **Mathieu Salem** opened his first studio at 388 High Street, Prahran and has established himself as a favorite amongst celebrities with a love of style including Olivia Newton-John, Helen Kapalos, Kate Ceberano, Jennifer Keyte, Kelly Landry, Karen Martini and Vanessa Amorosi.

In 2008, together with Milliner, Kerrie Stanley and Jeweller, Neil Balthasar, **Mathieu Salem** founded Australian Creative Collective Inc (WACCI) a not-for-profit organisation. WACCI’s mission to connect people, develop ideas and harness creative energy to improve the lives of many, whilst at the same time increasing the social capital of the creative community. WACCI’s annual event ‘MAGIC’ has raised over \$40,000 in the past two years and has now been invited to be part of the LMFF Calendar of Events. “We wanted to be able to give back to the community in the only way we know how, by gifting our talents”.

“I am very excited to be the featured designer at Time Served Fashion Release on Saturday 30th April, 2011! When you think about the dark history of Pentridge Prison and then stand in the centre of it, you literally feel chills. What an amazing setting to contrast a runway show against. With the lighting and sound show planned, this will be an absolute event to remember!”



For interviews, images, samples or photo opportunities, contact **Mathieu Salem**

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