

MEDIA RELEASE

CHRISSIE SWAN NEW FACE OF BIG W'S AVELLA RANGE

Tuesday, 23 February 2014: Loveable Australian celebrity Chrissie Swan has launched her own women's fashion range exclusively to **Big W - The Chrissie Swan Avella** collection.

Avella offers an affordable yet stylish selection of apparel for women in sizes 18-28. As the Avella range continues to grow in popularity, **BIG W** has recognised an opportunity to offer a higher quality capsule collection, with a greater focus on fabrication and trend based pieces.

Chrissie Swan is a loveable, funny and relatable female figure in the Australian media. After capturing Australia's affections in the 2003 series of Big Brother, **Chrissie** has gone on to become a radio host, television host, columnist and author. A Silver Logie winner and Gold Logie nominee, **Chrissie** is also a mother to three young children, exemplifying the ultimate Australian working mother. With her down to earth personality, honesty, sense of humour, gorgeous smile and natural beauty, **Chrissie** is the perfect partner for Big W's new offer to Australian women who have an eye for quality fashion without the big price tag.

"I'm so excited to bring you this collection. From me to you - a range that's wearable, on-trend, and it won't break the bank. Love it!"

Chrissie was involved with the development of the collection, her mission to help make it easier for women to find clothes that fit well are flattering and that are fashionable, without the huge price tag. The result is a refined selection of clothes, designed to provide women with a range of mix and match options that are comfortable, stylish and all at an extremely competitive price point.

The **Chrissie Swan Avella** collection features tops, dresses, pants, jeans and coats. Each piece has been specifically designed to embrace and enhance the figure, whilst offering quality fabrics, cuts and features. Key pieces in the launch collection include a graphic print shirt dress - perfect for teaming with **Avella** Ponte pant for a smart casual look, a bold animal print tunic top and dress, both featuring an ultra-flattering cowl neckline, a stunning midnight blue dress as well as a mod- cut, mid sleeve coat.

The **Chrissie Swan Avella** collection is available in all **BIG W** stores nationwide as well as online at www.bigw.com.au. The launch collection is the first in an ongoing collaboration between **Chrissie and Avella**, which will offer many more styles in the coming months and seasons.



avella

CHRISSIE SWAN
Chrissie



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About BIG W

BIG W is committed to giving Australians the lowest prices every day both online and across our 179 stores. We are home to a huge range of Australia's favourite brands, including Apple, Bonds, Peter Morrissey and Mambo. BIG W's own brands, Emerson and Avella, lead the way in affordable on trend fashion brands. BIG W online stocks more than 20,000 products and the BIG W mobile App makes it possible for every shopper to be savvy with the price comparison scanner as well as purchase and layby online.

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