

The NoLoGo-Chic Challenge – would you wear your daughter’s clothes?



Multi-award winning designer Tina Malhamé - founder of NoLogo Chic nologo-chic.co.uk, is no stranger to success. Branded ‘The High Street Guru’ by the fashion king George Davis, she has been the go-to designer for favourite brands including Per Una, Monsoon, Next and Laura Ashley.

For years, Tina’s accessible style has been one of the best-kept-secrets for women of all ages, with her subtle blend of classic-meets-comfortable at affordable price points. Now Tina has chosen to focus on the main USP of her brand – that her clothes look fabulous on everybody. To start the

Mother Daughter Cover Girl Challenge Tina has invited glamorous mother and daughter team, Jackie and Charlie Travers, to model the same dress from the NoLoGo-Chic range.

Jackie Travers is a woman with showbiz in her blood. She started her career in the seventies as part of the famous dance troupe The Young Generation who danced on Top of the Pops. In March this year, the troupe reformed to dance in front of the Queen at the London Palladium to mark Vera Lynn's 100th birthday. Jackie also appeared in four Bond movies with Pierce Brosnan, presented Seaside Special on TV and took part with daughter Charlie in Big Brother 2013, when Charlie made it to the final.

Charlie (31) now lives in LA and stars alongside the celebrated TV clairvoyant Tyler Henry as his manager and confidante, featuring on E over here.

Both Jackie and Charlie agreed to model Tina’s easy jersey best seller dress which has flown off the racks since 2011 and accrues a long waiting list for each new colourway. Tina’s classic piece is currently available in two beautiful shades, Blueberry (navy) and Sweet Plum (pictured) with the

choice of two different hem lengths. Both ladies expressed surprise that such a simple garment could work for both of them, although they instantly loved the colours.

The results speak for themselves. After a stunning photoshoot both Jackie and Charlie are genuine converts. Jackie was thrilled at the elegance and practicality of the dress which she teamed with classic accessories, whilst Charlie opted for more of a street smart style which was both business-like and sexy. “My waist looks tiny in this” said Charlie, whilst Jackie was amazed that one brand really can work for both mother and daughter.

Whilst it’s fair to say that Jackie’s good looks have certainly withstood the test of time, like most mothers and daughters they both have very firm ideas on fashion and are generally unlikely to swap clothes. Of Jackie’s style, Charlie says: “Mum is a beautiful woman and puts her look together very well. You would never guess her age. Immaculate though she looks, I have to say her wardrobe choices wouldn’t be right for me. She prefers clothes with a funky twist and my vibe is very LA.”

Jackie added: “I love the NoLoGo dresses because they are cut so beautifully and are an incredible shape around the bust which makes them extremely flattering. Timeless and versatile, they suit both young and more mature women and can be dressed up or down making them one of the best styles I have ever worn.”

Later in September NoLoGo Chic is launching **Mother Daughter Cover Girl Challenge** - a national competition to find the most stylish mother and daughter duo in the UK. Go to www.nologo-chic.co.uk/competition/

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