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Blog Articles



Some fashions may come and go, while others stay the same. Such as in the bold and playful leopard print that now and again, seems to reappear into our lives like a long-lost friend, and for a myriad of reasons. Firstly, this black-and-tan pattern can easily weave itself with almost any colour palette — including jewelled hues, neons, or neutrals of black or camel. Next, it can be dressed up or down depending on your *personnalité*. It flatters every single skin tone, and incidentally, began its ascent to the fashion masses as early as 1947, when this Leopard design was firmly imprinted and etched in the work of Christian Dior, on debut of his “New Look” collection, and later in the 1950’s, donned by Eartha Kitt to match her wild, ‘feline-inspired’ nature.

Fast forward half a century later, what is it about this famous leopard print that still manages to take us away from the humdrum of the everyday, whether appearing on a faux fur coat or on a draping georgette dress? Moreover, what does this powerful leopard print coat convey to women, that still lingers in our minds as the *premiere* fashion choice for the modern woman?

The answer takes us on location in Paris, as seen in ‘Sunday life Magazine’. Where we are transported to an ornate Parisian apartment, with an incredible creative team, including celebrated photographer Daniela Federici and stylist Penny McCarthy. Where in a single afternoon, we envisaged a *savoir-faire* so risqué and so sensual - exemplifying the lustre of quintessential ‘Boudoir Chic’. An ageless style so fashion-forward – and modelled so brilliantly by French actress and muse Dorcas Coppin. A photoshoot that embodies a woman on the hunt, using her wits and her sexuality to slink into her lair of luxury *à la Française*. Nowadays, for a woman of any degree, *n’est ce pas?*

Embrace your inner feline spirit with our two top picks for a dose of ‘*je ne sais quoi*’:

Blog Articles

Bon Voyage: An Interview with Catriona Rowntree

7 Jul 2023 by [Blue Illusion](#)

Sit down with Catriona Rowntree to deep-dive into the process of creating a 'travel collection' with Blue Illusion, her love for a pink palette, and how it richly reflects her *personnalité*...

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Vive La Bohème: Embrace the art of Luxe Pyjama Dressing with our new Chyka Collaboration

24 Apr 2023 by [Blue Illusion](#)

CHYKA COLLABORATION NEW

What happens when a woman chooses to immerse herself in the opulence of 16th century moody florals and the vintage bohème glamour of French Pyjama dressing? Pure artful magic...

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As seen in 'Sunday Life Magazine'

2 May 2023 by [Blue Illusion](#)

Embrace your inner feline spirit with our two top picks for a dose of 'je ne sais quoi...'

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The Power of Mum: As seen in Harper's Bazaar

19 Apr 2023 by [Blue Illusion](#)

When mothers and daughters come together, there is a powerful light that shines beyond the flash of the camera lens. Such as the case of our photoshoot with model Samantha Harris and Mum Myrna Davison...

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Socials, EDM's + Digital Magazines

What a beautiful, kaleidoscopic campaign, taking the art of statement jewellery to magical heights: marrying the fantastical world of fairy-tale gardenalia and regality; with heightened emotions of hope and wonder.



MOTHER'S DAY GIFT GUIDE

A MOTHER'S LOVE

L'amour de la mère



Treasure the mum in your life this Mother's Day with the help of our beautiful gift guide - jam-packed with an array of meaningful stories, French-inspired fashion, glorious imagery, and an array of gifts and accessories to make her day shine.

[SHOP THE GIFT GUIDE](#)

THE POWER OF MUM

"These Shanai Kellett pieces are part of my heritage. It's culture. It's history. I'm very proud to be part of this campaign, and even prouder to be shooting it with my mum."

- Samantha Harris, Fashion Model and Goodwill Ambassador

When mothers and daughters come together, there is a powerful light that shines beyond the flash of the camera lens. Such is the case of our World Vision campaign photoshoot with model Samantha Harris and Mum, Myrna Davison. You could feel their unity, their closeness - and the very special cause behind our Shanai Kellett collaboration that ties them together so strongly.

blue illusion x World Vision





LUXE L'HIVER

Embrace yourself *avec style* with our *mélange* of luxe winter warmers: including vibrant puffers, toasty knits and classic jackets to keep you comfy and cosy.

SHOP NEW



Par
ÉLÉGANCE



Does the perfect dress exist? We think so!
Say 'oui' to the dress' with our ever-so-functional and stylish pieces. From a spotted viscose georgette, to a sleek tie waist jersey that is *par élégance*, these pieces will take you from day to night en vogue.

SHOP DRESSES



TOUR DE L'ANTIQUITÉS

Read our latest L'Édition, a love letter to the landmark of liveliness— Rue de Bretagne— where you can find the most beautiful *brocante* that Paris has to offer. To delight your inner treasure-seeker, we've included insider tips on embracing the art of flea market shopping at the exclusive venue, including when to go and how to snag a bargain on your most coveted 'Antiquités Brocante'.

READ NOW

SHOP NEW

Editorial

Faux Fur

There's a new 'Fauxvolution' happening. Enter Unreal Fur, a cruelty-free, vegan fashion brand dedicated to the wellbeing of animals and the environment. This season, find your faux-fest in powdery hues of cream, sleet and white. Along with their array of furry jackets, puffers and long coats; plus our favourite mini-me item - 'the Fur-ever Coat'!



Colour Me Pretty

We have opened our Pandora's box of white winter hues. Think ivory, light grey and pearly pinks. Think purity, enchantment and soft tones. Think effortless chic. Think the Waterfall jacket - our style must have of the month. Match these looks with our Boho & Co Miniature Chandelier Earrings, and you'll be the vision of a modern day goddess.



Grey Goddess Earrings \$40.00



Cocktail Collection Earrings \$40.00

And ...This Season's Pick-Me-Up?

Some Va-Va-voom!

Get peachy whether at home or on-the-go, with Runway room's Peach Punch Mineral Stick! This elevated peach hue in a creamy texture is perfect for your cheeks, eyes and lips, for those 5-minute touch ups! Whether applied with your fingers or a brush, you'll look sun-kissed from morning til' night!

