

INTERNATIONAL COUP FOR BRISBANE MUM SETTING TRENDS IN BOHO STYLE

A Brisbane-based mum and designer has launched her latest homewares collection with the help of a world famous European style photographer.

Kirsty Ballentine began her start-up label, Losari Home and Woman, nearly five years ago and now her boho style homewares and fashion have a cult like following.

Her latest homewares collection, Meraki, was sent to Milan, Italy, to be photographed by esteemed photographer and stylist Paulina Arcklin whose work has appeared in more than 20 gloss magazines including Elle Australia.

A mother of two, Ballentine said it's an exciting turning point for the label which was born out of her desire to create a calm and beautiful family home.

"I have always been artistic, but I was working in HR wearing business suits and caught up in that busy corporate world. The time came when I had a new home that needed work and couldn't find the pieces I wanted, pieces that would feel beautiful, feel comfortable, and bring that special softness to the home."

Ballentine hung up her corporate suits and began designing. Her limited-edition collections sold out and her Instagram following exploded.

"Losari Home was born. For me, and for so many, the feminine is at the core of the home."

"It's about wanting to embrace the feminine and be able to create a calm space where you can come home after a crazy, busy day and stop the world, breath in and feel nurtured in a beautiful environment."

The Meraki collection – photographed by Paulina Arcklin – features a new range of Losari's signature pieces of oversized hand-loomed cushions, poufs, and throws all in beautiful fabrics, with tassels, delicate lace, macramé, intricate weaves and colour pallets of pastels, ivories and whites.

"We sent every piece of the entire collection to Milan and the photos and styling are truly exquisite."

The Meraki collection is being released ahead of Losari's next fashion range, Isle of Luxe, later this year.

"We are all about comfort, we are about beautiful fabrics, we are about soft soul nourishing colours and textures and tassels and for us the Losari Woman is a natural marriage with the Losari Home."

"We're a lifestyle brand. We can make you feel beautiful and we can make your home look beautiful."

***** ENDS *****