

Beat:

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USPA NEWS -

Since releasing her new images of her Grecian Blue beachwear inspired modesty couture range on social media her images have gone viral through Instagram, twitter and facebook. Owner and designer of Miss Athena's Closet (Athena Arvanitis) the brain child behind marketing her beach couture as her ' Sun Smart' range of beachwear has come under criticism from social media trolls of late for bringing fashion to the beach but for every negative comment she is receiving thousands of supportive private messages. While her social media has gone viral and sales are at an all time high. I asked Sydney designer Arvanitis what inspired her Trend with 'Grecian Blue' which has now been seen this week covering pages of many Australian as well as American fashion stylists blogs with similar styles? "Grecian blue reminds me of my home country, hence the name. Class on the beach is a dying trend as less is more seems to be the Instagram and social media common theme. I'm trying to bring modesty to the beach in a stylish manner." Arvanitis went on to say, "Orders have doubled since the new modest and curvy line. It helps the curvier figure feel confident in front of others in public too." As for social media over 200,000 people have been reached all over the world in less than a week with her fashion images of Estonian model 'Sandra Sade' gracing the featured pages of the likes of some of the most competitive Fashion pages in the World.

I asked Arvanitis what her clients thought ? " I've been inundated with sales from all over the world and I'm proud to say that my White, Red, Tiger Print and Peacock print collection will be available soon to meet my customers demands. Practical, wash and wear, fast drying and elegant, my customers love it. I am so humbled by the support from clients, models and other designers and feeling blessed." Fitness model Melinda Zeimer says -"I like the see through fabric used to for the beach", Makeup artist Natasha Nikolic -" It's just stunning. I love it ", Russian film producer for AU Russia Television - Alevtina Maltseva says, "I need to do this shoot with you! I cant wait to film this collection for my fashion segment". Hundreds of comments from " must Have", love the Cobalt Blue", "So Hot" , " I want", have been pouring in from women all over the world.

Surprisingly the thumbs up from men is equally supportive ,Johnny Saad of Sydney says -"I Would like this for my wife. Covered and sophisticated. Just what Sydney needs I reckon ".

No matter what your opinion the global trend right now for Summer has been set by Athena Arvanitis (Miss Athena's Closet) and as a leader in her innovative industry im sure even the haters will soon be seen wearing similar couture along the boardwalks of Sydney's Bondi Beach , Surfers Paradise at the Gold Coast and Muscle Beach in the exclusive boardwalks of Santa Monica. You can follow Athena's progress on her Instagram @missacloset .

Over the past month I have been blessed to have worked with her designs creating Images all over Australia, from Sydney to the magnificent millionaires playground referred to in Australia as the Gold Coast and now Perth, Western Australia. Her label has been embraced all over the world as innovative, simple yet elegant and in the reach of anyone wanting her couture.

Coco Chanel once said, "Fashion is not something that exists in dresses only. Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, what is happening."

I personally see a huge future in beach fashion as other designers are now cashing in on the popularity of Arvanitis and her collection this week spotting several Cobalt blue sun dresses posted on Instagram marketed as beachwear weeks after millions have spotted her Grecian Blue photo-shoot go 'Viral' with stunning models in bikini's embracing the new anti- melanoma cover up trend. Nina Garcia Creative Director of Marie Claire Magazine and Project Runway Judge once said, "If you look back in history of the women who are most memorable and most stylish, they were never the followers of fashion. They were the ones who were unique in their style, breakers of the rules. They were authentic, genuine, original. They were not following the trends". ...Namaste.

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