Beat: Lifestyle

Peter Alexander the Bedroom King

Sleeping His Way to Success

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USPA NEWS - "My brand always creates designs inspired by Paris, New York and other amazing cities around the world. For this collection I thought we should look at our own beautiful country! " said Alexander who went on to say.. "My 'Proud Aussie' collection is a celebration of everything Australian, from our Aussie sense of humor and fun to the wildlife. My favorite piece in the collection would have to be anything Vegemite... I love that stuff! Vegemite is actually one of our most requested themes by our fans on Facebook and Instagram".

Peter Alexander grew from humble beginnings, fought through innumerable challenges and celebrated monumental triumphs. When you discover and follow the journey of a boy who loved to dream , never accepted defeat and grew up to see those dreams come true 'Inspirational' is one word that springs to your mind .
His tough school years saw Alexander struggled with dyslexia and a career in fashion was far from possible but with the help of his favorite high school teacher he successfully completed his final school exams to become an amazing Fashion Icon proudly owned by the Australian Fashionista.
Alexanders Story or resilience started with him traveling around the country with a suitcase full of product samples, trying to sell to boutiques and department stores. Rejection after rejection he continued despite being told in his very first appointment 'Take it all away and go get yourself a different job,' Alexander persevered and began supplying sell out ranges to a major department stores now the talk of 'Hollywood Celebrities'.
When you ask who the sexiest women in the world would most want to sleep with we don't hear , Pierce Brosnan , Daniel Craig, Leonardo di Caprio or John Legend , we hear Peter Alexander.

In 1988 Alexander circumnavigated Australia with a suitcase full of product samples, trying to sell to boutiques and department stores. Despite being told in his very first appointment 'Take it all away and go get yourself a different job,' Peter persevered and began supplying sell out ranges to a major department store.
In 1990 after a major department store cancelled a large order of pyjamas, Alexander had to think on his feet. Turning a mountain of stumbling stones into stepping stones to success , Alexander moved to mail order to sell the stock. The phones started ringing and didn't stop... Peter's PJs sold faster than front row tickets to the Wiggles! This was the beginning of the Peter Alexander catalogue business and an amazing example of 'Never Giving Up'.
In 2016 Peter Alexander opened his 100th store. "There's still so much to do, I believe that Peter Alexander is a brand that can go around the world.", said Alexander who this year celebrated his 30th Year as the most whispered name in the bedroom. Whilst shooting the editorial images of model Yasemin Uzelpostaci who is more renowned for her high fashion work for brands such as Jadore, Redcarpet Runway, Le Marius and Drop Dead Gorgeous(Instagram yuzelpos) , I asked what excites her about Peter Alexander? "I grew up with Peter Alexander and started wearing the label above all others at the age of 10. I could wear them all day even outdoors if I could. Comfortable, amazing, iconic and i love feeling empowered as a woman now in my twenties who grew up comfortable in bed with Peter Alexander", said Uzelpostaci with a cheeky smile.

"I have flown, perhaps not in the sense of my dreams but I have risen much higher than I dared to think about. Dreams do come true."
- Peter

Hugh Hefner once said, "I have about 100 pairs of pajamas. I like to see people dressed comfortably". I wonder how many pairs were Peter Alexander?....Namaste,

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