

14 Year Old Fashion Designer 'Tolly Dolly Posh' Signs Exclusive Licence & Marketing Agreement with Dutch brand, Mooi en Lief

Dutch brand Mooi en Lief sign teenage fashion designer and blogger Tolly Gregory to create a range of socks and tights for girls.

Mooi en Lief and **Tolly Dolly Posh** announce they are to create a co-branded range of fashion socks and tights planned for launch in early 2015. The collection, aimed at fashion conscious girls, will be branded "**Mooi en Lief by TollyDollyPosh**". It will be available for sale both to retail stores and directly to consumers via www.mooienlief.com. The collection will be marketed by Mooi en Lief and Tolly Dolly Posh.

Tolly Gregory is a 14 year old fashion designer and blogger at www.tollydollyposhfashion.com. She has been shortlisted for the "Best Teen Style Blogger" award by Company Magazine Blogger Awards in 2013 & 2014, as well as being featured in UK magazines and on BBC Radio 4. Her goal is to become a fashion designer creating 'quirky, sophisticated outfits that encourage self expression', with ambitions of owning her own shop by the age of 25.

Jacquelina Deerenberg, General Manager of Mooi en Lief, says "We are incredibly excited to be working with Tolly on this fashion collaboration. Whilst socks and tights are complementary products to our boots they are a natural extension to the product range, so it's very important to us to bring a strong fashion twist to the new category; hence our desire to work with Tolly."

Tolly is interactive on social media, in particular Twitter ([@TollyDollyPosh](https://twitter.com/TollyDollyPosh)) and has also founded a social network "www.bundlemag.com" for bloggers to connect, share and blog in one place.

Jacquelina continues "For us it is not just about her amazing talent as a fashion designer. Rather, we love her expressive & quirky style and recognize the wider package that she has, to enable a commercial success out of such collaboration. Having worked with her previously, we have been impressed by her marketing skills, her extensive social network and the professionalism shown

towards us as a customer. That led us to seek collaboration with her and the brand she has inadvertently created, as **Tolly Dolly Posh.**”

Mooi en Lief is a Dutch brand, offering quirky wellington boots for young children and teens. Their boots are designed to make a statement. Inspired by the image of a chandelier in a child’s room and graffiti on a bedroom wall, the boots are designed for children, but through the eyes of an adult. Mooi en Lief have worked with international artists to create a collection of boots incorporating 3D elements, deliberately edgy in design. The brand believes they bring something innovative and fashionable to the category.

Tolly Gregory explains her vision for the collaboration “I hope the collection is fun, versatile with a unique ‘TDP’ twist and is exciting to wear for all girls. It’s such an exciting venture to take on, and I can’t wait to get started!”

The collection will be marketed by Mooi en Lief and Tolly Dolly Posh.

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