

## 15 Year Old Fashion Designer 'Tolly Dolly Posh' Launches Exclusive Fashion Sock Collection with Dutch brand, Mooi en Lief

*Dutch brand Mooi en Lief and teenage fashion designer and blogger Tolly Gregory (aka Tolly Dolly Posh) have officially launched a collection of socks for girls and young teens.*

**Mooi en Lief** and **Tolly Dolly Posh** have officially launched a collection of co-branded socks aimed at fashion conscious girls. Branded as “**Mooi en Lief by TollyDollyPosh**” the designs are part of the “**Early Autumn**” collection. The collection is now live and available to purchase via [www.mooienlief.com/en/socks.html](http://www.mooienlief.com/en/socks.html) and is also available for retail stores.

**Tolly Gregory** is a 15 year old fashion designer and blogger at [www.tollydollyposhfashion.com](http://www.tollydollyposhfashion.com). She has been featured in UK magazines such as The Telegraph Magazine, Girl Talk and MIZZ, as well as 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. In 2014, her website reached over 1 million page views with aims to grow in to something even bigger after the launch of the collection with Mooi en Lief.

**Jacqueline Deerenberg**, General Manager of Mooi en Lief, says “It has been incredibly exciting working with Tolly on this collaboration. The socks are a perfect addition to our range and they add a strong fashion twist.”

Tolly is interactive on social media, in particular Twitter ([@TollyDollyPosh](https://twitter.com/TollyDollyPosh)), and has gained a strong following including the likes of Susie Bubble (Susanna Lau) and journalist, Lucy Siegle.

Jacqueline 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 premium Dutch brand of wellington boots for girls, boys, teens and women. Wellington boots tend to be seen as a functional product, they however, believe that they bring something exciting and innovative to this category of rain boots. The wellingtons have been featured

by top UK & Scandinavian fashion bloggers and are a must-have for the festival season. Their boots are for those who *dare to be different*.

**Tolly Gregory** sums up the experience and the inspiration behind the collection - "The process was an incredible learning curve and I am so excited to hear everyone's feedback. The main inspiration was the laid back vibes of the seventies, which has seemed popular during 2015. I hope that everyone *dares to be different* when they slip them on, as that's both Mooi en Lief and I's main goal!"

The collection is currently being marketed by both Mooi en Lief and Tolly Dolly Posh.

**END**

For further details and images, please contact:

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**Tolly Gregory** – Fashion Designer & Blogger

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