

For Immediate Release

**Tuesday October 27, 2015**

Stylist & Presenter **Grace Woodward** and **The Gathering Goddess** Founder **Wilma Mae Basta** announce the launch of their new collaboration

**The Graceful Goddess**

Two of the leading voices on vintage & collectible fashion, Wilma Mae Basta of The Gathering Goddess and stylist/presenter Grace Woodward, founder of Graceland boutique, have come together to form a new collaboration, The Graceful Goddess.

In an industry that can be notoriously competitive, the two experts have joined forces to pool their strengths and their stock. The overarching goal of this collaboration is to create a platform, which supports women in the fashion business who can benefit from their combined industry knowledge and expertise as well as promoting sustainability. The Graceful Goddess collaboration is planning a series of pop-up shops and events where they will invite other carefully selected female-owned businesses that embrace sustainability, to take part.

The first collaboration is designed as a curated platform offering rare, hard-to-find vintage and luxury ‘Future Collectibles’. The vintage collection goes beyond obvious designer names such as Ossie Clark and Biba to introduce covetable pieces from every decade of the 20th century from designers that only insiders know about. As well as vintage, The Graceful Goddess will be offering luxury pre-owned fashion, much of which has never been worn. From rare Alexander McQueen pieces, Tom Ford era Gucci, couture Vivienne Westwood, Chanel, Dolce & Gabbana, Versace and more - this will be a treasure trove of truly unique fashion.

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**The Graceful Goddess** **Pop-Up Shop**

**Monday November 16th, 2015 – Sunday November 29th, 2015**

**199 Portobello Road, Notting Hill, London W11**

Leading pre-loved fashion business, **Buy My Wardrobe** has joined the initiative to take part for the two weeks as our first platform partner.

Special in-store talks on are being planned during the two-week residency, which will focus on vintage fashion, style and sustainability and chaired by industry leaders and style experts.

Announcements to be made soon.

**LAUNCH PARTY**

**Wednesday November 18, 2015**

**7pm – 10pm**

**Strictly by Invitation Only**

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*“Each of us strongly believes in the ethical nature of our businesses and recognises women want to look unique and stylish without destroying their budget or the planet.”*

**Grace Woodward – Stylist, Presenter, Founder Graceland**

*“I am excited to be working with these powerhouse ladies. For me, collaboration is the secret sauce. We’re taking competition out of the equation and helping each other take the next step forward to achieve business success and also offer amazing fashion to our clients.”*

**Wilma Basta – Founder The Gathering Goddess**

Note to Editors:

**The Gathering Goddess (http://www.thegatheringgoddess.com/)**

American-born Wilma Mae Basta founded The Gathering Goddess in London in 2002. Over the past 13 years, the business has evolved from a simple online eBay store selling vintage fashion to one of the UK’s leading vintage and ‘Future Collectibles’ businesses. Based in Notting Hill, The Gathering Goddess has dressed many leading ladies in vintage on the red carpet including, Jerry Hall, Thandie Newton, Florence Welch, Jada Pinkett Smith, Jacquetta Wheeler, Gemma Chan, Katie Melua, Laura Mvula and more.

**Grace Woodward || Graceland (http://www.graceland.co)**

Grace Woodward is a fashion commentator, presenter, retailer and stylist.

A well-known independent voice on fashion and women’s culture, her multifarious career began as Head of Press at Agent Provocateur and has progressed through editorial and celebrity styling, creative direction, consultancy and most recently adding retailing to the list.

As Fashion Director on the **X Factor in 2010**, Grace not only achieved premiering notable vintage to the highest viewing audiences ever of the show (around 20 million) but, as briefed, managed to whip up a media frenzy over the styling that had never been seen before or since. Also a permanent judge for two seasons on Sky Living TV’s flagship show, **Britain and Ireland’s Next Top Model** and also hosted **Chick Fix** for Sky Living, an exploration of women’s lives and how they support each other practically and emotionally.  A familiar face on **The BBC** and **Ch4** she has commentated on both fashion and body politics, celebrity red carpet interviewing and combining all of these for her **Soho Radio** show ‘**Style Moves’**.

As a considered move away from the fast turnover of disposable fashion, Woodward opened **Graceland** in November 2014, quietly becoming known as one of the destination stores to visit outside of London, **Grazia** says “***Graceland cleaning up with the vintage McQueen***"

**Buy My Wardrobe** (https://www.buymywardrobe.com/)

BuyMyWardrobe started out as exclusive fashion resale events held in upmarket locations around London. In August 2012 we evolved into an exciting new online destination to buy and sell pre-loved designer fashion. It is our mission to build a trusted resale community and to make fashion resale a key part of a more sustainable future for the UK fashion industry.

**The Gathering Goddess** || [www.thegatheringgoddess.com](http://www.thegatheringgoddess.com) || Studio 18, 2-4 Exmoor Street, London W10 6BD || Instagram: @thegatheringgoddess || Twitter: @gatheringgoddes

**For further information & launch party invitation enquiries:**

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