

Style Counsel

Edited by Vicki-Marie Cossar style@ukmetro.co.uk

> The Christmas collection



■ Clockwise from top: reversible leopard-print jacket, £105; skinny spandex pants, £50; satin blouse, £45; printed flutter dress, £58. All available from www.applebottomsuk.com

Make a booty call

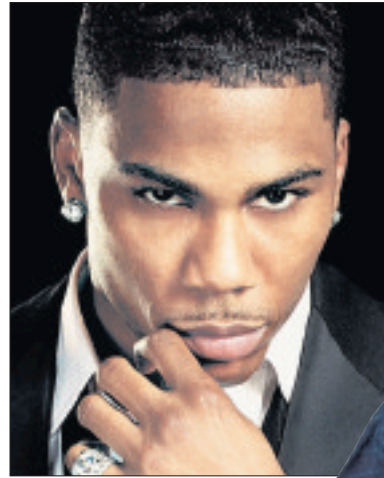
Ladies: Apple Bottoms is here to liberate your curves so cast your eyes over these exclusive pictures of its spring and summer 10 collections **BY VICKI-MARIE COSSAR**

Not content with being a multi-platinum superstar, Nelly (pictured right) has ventured into everything from energy drinks to charity. With such an entrepreneurial appetite, it was inevitable he would branch into fashion. His men's hip hop label, Vokál, launched in 1997, followed by women's label Apple Bottoms in 2002. A huge success in the US, Apple Bottoms 'celebrates women in all their natural beauty' and calls it its 'supreme mission' to liberate the natural curves of a woman's body. No wonder it caused such a sensation when it launched. Initially just a denim label, its first batch of jeans sold out within two weeks. Since then, Apple Bottoms has been mentioned in Flo Rida's No.1 single Low and launched in Britain in 2003.

The signature apple pocket now extends past denim on to a variety of fashion items, including footwear, handbags, sunglasses and children's clothing. Its first fragrance has just launched in the US and will be here for spring 2010 and everyone from Fergie to Oprah are fans.

For spring 2010, the collection is split into four parts. Spring Transition: lightweight knits embellished with flowers and sequins, bright acid-wash denim jackets and motorcycle jackets. Eastern Chic: tie dye and deep pinks and oranges with gold shimmering lines. Garden Of Eden: nature-inspired graphics, crinkled chiffon, floaty silhouettes and frilled denim dresses. And Cast Away: nautical-themed items, draped and roused fabrics in beachy colours and severely distressed denims.

According to Nelly, a woman shouldn't try to fit into the clothes, the clothes should fit the woman. 'The concept for Apple Bottoms was influenced by the women in my life,' he admits. 'I constantly heard frustrated stories about denim not fitting. The name Apple Bottoms popped into my head because it's synonymous with curves, so I decided to roll with it.'



Nelly is personally involved in the creative process, although he does admit to doing 'some crazy s***' in the past with fashion. 'One time I wore this whole entire Louis Vuitton monogram suit. I looked like a luggage set.'

He says he loves a woman 'who knows how to accentuate her curves' and when choosing the face of Apple Bottoms it had to be someone who represented everything the brand stood for. 'An Apple Bottoms woman is strong, sexy, confident, playful and proud of her curves,' he explains.

Who better, then, than half-Latina beauty Sassy Pandez. She has graced the covers of Vogue and Stuff magazine and has featured in an

array of fashion shows including Vivienne Westwood. This curvy model says she feels good about being a size ten and has never succumbed to the size zero pressure. 'Size ten is hardly big and if the other models say I'm fat then I tell them I could snap them in half with my thighs,' she laughs.

Pandez certainly has the figure to work the Apple Bottoms range and says the clothes feel like they're made to fit her. 'Finally I can put on a pair of sexy jeans that don't get stuck halfway up my thighs.'

According to Pandez, confidence doesn't come from squeezing yourself into clothes, it's about being comfortable in them. 'When I'm working I see myself as a product. When I'm not, my style is really casual and I love hooded tops and trainers. I'm more like the girl next door. Somebody once told me I have the personality of a girl that works in a cake shop. I guess they're right, I like cakes.'

In keeping with the typical Apple Bottoms woman, Pandez has brains as well as beauty and is also the official DJ for the brand. Described as the Sexiest DJ In The World on the cover of Maxim, she lists one of her highlights as playing at the Formula 1 Grand Prix Fashion TV party in Bahrain. She has played at various celeb parties, including Mary J Blige, Beyoncé and Jay-Z and accompanied P Diddy on the decks of his launch party at Café de Paris in London.

'I've been DJing for years and only just got that title so it's cool,' she says. 'Now when I show up at events some people are shocked that I can actually mix and scratch.'

■ The Apple Bottoms spring 10 collection isn't available to buy until April 2010 but its Christmas collection is online now.



Apple straight pocket jeans, £60



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Model: Sassy Pandez
(bookings@sassypandez.com)
Photographer: Joseph Sinclair
(www.josephsinclair.com)
Make-up: Pauline Briscoe,
using Bare Escentuals
Make-up assistant: Nicole Gale
Hair: Lorraine Dublin
Hair assistant: Brenda McLeod
Clothes: Apple Bottoms
(www.applebottomsuk.com)

> **The spring 10 collection**



Spring Transition: Easter Chic: Vineyard jacket, £65; Flower Bomb card, £45;
Garden of Eden: ruffle detail dress, £75; Cast Away: Twilight jeans, £70.
All available from www.applebottomsuk.com

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