

## GINIA HOLIDAY GIFT GUIDE

1. How are you preparing for the holiday season?

With December flying by we find it very important to treat yourself during these busy times. The best way to prepare for party season is a little face rejuvenation (we love Shiseido Benefiance WrinkleResist24 Pure Retinol Express Smoothing Eye Mask) paired with reruns of SATC wearing our signature silk pyjamas, you will definitely be onto a winner.

2. What do you predict will be your top look(s) of the season?

For next season we are obsessed with our Chantilly Lace Story in particular the bralets which can be beautifully styled under a loose tshirt or sheer blouse

3. Are you doing anything new this season vs. what did you do in the past?

The concept of lounge to outwear definitely fuels the creative process. We are always looking to ready to wear as a source of inspiration for our sleepwear collections. Our photoshoots are also very ready to wear focused, styling traditional sleep pieces, with accessories and footwear. This season we have seen sleepwear highlighted via street style on the likes of Olivia Palmero and Pandora Sykes, and we love the model of lounge to the street.

4. What is your favorite piece in stores right now that you think every woman/man should have in their closet?

Our top looks this season have been from our Marsala collection a particular favourite is our wine with pink pipe pyjama. The perfect Night to Day combination, pairing the top with a luxe pair of pants and silhouettes, a great ensemble outside the bedroom.

5. What do you have coming up for 2017? (Expanding product lines, new technology, etc)

2017 Is the second season for our sister brand GINIA\RTW. GINIA\RTW is a wonderful extension of GINIA. Our strong history in silk nightwear provided the perfect establishment to launch the sister brand GINIA\RTW. Silk naturally adds an element of luxury which is why silk pjs have gone beyond just being exclusively for the bedroom to everyday pieces that women love to wear. Personally nothing beats a button down silk shirt with classic denim and a pair of slip on loafers. Its classic, yet cool and the ultimate luxury.

6. What is your favorite thing about the holiday season?

Spending time with the people we love and champagne with every meal!





