



MARY-KYRI

www.mary-kyri.com

Media Kit



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MARY-KYRI

You will never part

The Mary-Kyri story began with her childhood fascination for high-heeled shoes. As a girl she was obsessed with her mother's collection and often dressed up in oversized heels and way too much make-up to perform for the family. Her teenage passion grew to an addiction for designer label stilettos and an overdrawn monthly credit card! It was during these years, that she set her sights on becoming Australia's own version of Manolo Blahnik.

Mary-Kyri says, "From the very beginning, stilettos have always been my absolute passion. I love the way a pair of stilettos can change a woman's demeanour and elongate her physique. My shoes are made for elegant, sophisticated and passionate women who are not afraid to express their individuality. My designs are not about a woman's age, they are the essence of what characterises a woman."

Mary-Kyri completed a Diploma in Fashion Design, Clothing and Textiles at the Marleston Design Institute in South Australia in 2003. On completion

of the Diploma, she was employed in a number of design roles within the fashion industry, however shoes were her passion.

Late 2005, Mary-Kyri boldly set her sights on creating her first shoe collection. On impulse she sold her car and purchased a return ticket to Italy to fulfil this dream. Once there, she secured a meeting with one of Italy's most prestigious manufacturers who create footwear for Fendi, Guiseppe Zanotti and Vicini. Mary-Kyri then worked in the factory, learning every aspect of high fashion shoe manufacture and began to design her first collection.

In March 06 Mary-Kyri's dream was realised and her first collection 'Virago' was released in Australia and New Zealand.

Mary-Kyri has developed a reputation for producing beautiful, unique, high fashion stilettos that are also extremely comfortable. In Australia, UK, America, U.A.E, Japan and Paris, her designs are stocked in prestigious boutiques and department stores alongside Jimmy Choo, Manolo Blahnik, Christian Louboutin and Guiseppe Zanotti.

They have featured in International and Australian top fashion magazines including; Vogue Paris and Australia, Instyle, Cosmopolitan UK and Australia, Harpers Bazaar Australia, Black and White, Grazia UK and Australia, Ultimate Accessories Guide NY, Collezioni Italia, Italia Bride, OK UK, Monocle Magazine, Curve and Who Weekly. She also has celebrities clamouring for a pair of heels including Jennifer Lopez, Sarah Jessica Parker, Katie Holmes, Kate Moss, Kristen Stewart, Jade Jagger, Pink, Fergie, Dannii Minogue, Kylie Minogue, Cheryl Cole, Erin Brockovich, Paris and Nikky Hilton, The Vernonicas, Megan Gale and Kim Kardashian. Australia's premier designers Sass & Bide used Mary-Kyri shoes for Melbourne Fashion Festival.

To compliment the fashion stilettos, Mary-Kyri developed a Bridal Couture collection made from chic exquisite silk, satin and French Guipure lace, combinations displaying intricate detailing and scalloping. The lace is carefully hand scalloped and crafted upon the foot, illustrating the sheerness and femininity of the collection, captivating total glamour and comfort. The creativity expressed within the collection is beautiful and unique, separating the collection from typical bridal and evening shoes. They are quite simply diamonds for one's feet.

Mary-Kyri is a passionate and dynamic business woman who has been profiled in many long-lead magazines and newspapers, also speaking at a number of business seminars. Mary-Kyri appears as a judge and supplies all shoes to Australia's Next Top Model, also making many appearances on TV shows such as Mornings with Kerry Ann, Sunrise, The Today Show, A Current Affair, Runway to LA and many more.

Mary-Kyri now has her sights on expanding throughout the world market, receiving amazing opportunities to participate in renowned fashion weeks internationally and to exhibit at the world's most prestigious showrooms and exhibitions including Premiere Classe Paris.

An incredible achievement for a young company!

Mary-Kyri. The story has only just begun.

Mary-Kyri. Designed in Australia. Made in Italy. Presented with love.

MARY-KYRI

Media Release: December 2013.

Mary-Kyri launches new online shopping experience.

Mary-Kyri has developed an international reputation for producing beautiful, distinct, high fashion stilettos, flats, sandals and boots that are also extremely comfortable. The brands distinct handwriting is immediately recognised through dynamic design lines making every style versatile yet totally unique.

The Mary-Kyri brand is designed in Australia and made entirely in Italy by Italian artisans from the highest quality leathers, materials and components.

Mary-Kyri believed with increased online global market demands, customers required an exciting and stress free shopping experience.

"We wanted to create a very user friendly website with our customer in mind. Mary-Kyri shoes are exceptionally elegant and stylish therefore our website had to reflect this in it's design and easy navigation".

"Many of our customers purchase directly from head office as we ensure they receive the quality of service they deserve with every pair of shoes".

– Mary-Kyri

The new website also incorporates personal blogs written by Mary-Kyri to encourage interaction with her customers, wish lists and immediate chat enquiry assistance. Browse the latest Mary-Kyri collections and designer runway collaborations from the world's most prestigious fashion weeks.

The Australian designer still esteems shoes as her diamonds, " Nothing can stop a woman in a stiletto". – Mary-Kyri

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"Kylie Minogue is a huge fan of your shoes Mary-Kyri."

Will Baker. Kylie Minogue Personal International Stylist.

"They're so hot and right now."

Kim Kardashian. International Reality Star.

"Thank you for my beautiful shoes Mary-Kyri, I absolutely love them. xx."

Dannii Minogue. International Singer. X-Factor Judge.

"The Demaya is my favourite pair of shoes, I wear them all the time".

Teresa Palmer. International Actress.

We love Mary-Kyri's unique view on shoes – the quality, vibrant use of colour and contrasting fabrications."

Sarah-Jane Clarke. International Designer Sass and Bide.

"They're incredible the way they shimmer, they are the most beautiful pair of shoes. The blue ones are my absolute favourite also."

Erin Brockovich. Icon Celebrity.

"The Elisav is so hot in pink, I receive so many compliments every time I wear them."

Lisa Origliasso The Veronicas. International Singers.

"The leather is so beautiful and I love the colour. Thank you so much for the beautiful shoes they are sensational"

Delta Goodrem. International Singer. The Voice Judge

"The shoes are just fabulous, unique and beautiful."

Charlotte Dawson. Presenter. Model.

"Since being in Australia I have discovered Mary-Kyri Shoes. I absolutely love them, they are incredibly unique and sexy. I receive so many compliments every time I wear them. I will definitely be spreading the word on Mary-Kyri Shoes throughout the USA."

Ashley Roberts. Pussycat Dolls. International Singer.



Clockwise from Top:

Kylie Minogue, Ashley Roberts, Megan Washington, Delta Goodrem, Lara Bingle, Danni Minogue, Teresa Palmer, Kim Kardashian, Mary-Kyri & Khloe Kardashian, Lisa Orgliasso, Kylie Minogue, Erin Brockovich



Product Images:

Please contact Mary-Kyri Head Office for Hi-Res print ready assets.





Images of the Designer

Top Left: Featured in the Sunday Herald.

Top Right: Mary-Kyri and Mother Joan Pallaras

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