

Beat: Lifestyle

BETTY TRAN HEADING FOR LOS ANGELES

Designing is part of who I am

Perth , Western Australia, 14.08.2015, 20:14 Time

USPA NEWS - "Designing is part of the expression of who I am as a woman. I design with all the elements and emotions and my heart as it is a connection of my body and soul. The Betty Tran label was born for this reason ." says Perth designer Betty Tran.

Betty Tran has dressed Spice Girl Star turned X-Factor Judge Mel B, Victoria's Secret super model Jessica Hart, international model Nicole Trunfio, Australian Miss Universe Jacinta Campbell, and most recently the powerful sister duo Serena and Venus Williams. Such an impressive stable of celebrities for a young Perth designer who opened her first Inner City Store in late 2011. With her continued success in Australia and her growing demand at World Fashion Week events Betty Tran has wowed her fans again and again by constantly producing 'Bespoke Couture' fit for royalty.

I was lucky enough to spend precious moments with Betty at tonight's launch of her new collection 'UNVEIL FEMME' which attracted the who's who of Perth socialites. A well-structured evening starting with static window models that came alive surprising those looking into the shop. French Champaign flowed into crystal glasses, canapé and hors d'œuvre were presented on silver platters to guests and DJ music filled the air. Not long into the show and Betty announces she would be showing in Los Angeles before the end of the year ,much to the delight of her loyal fans.

Betty Tran is a special guest next week at 'The Fashion Festival Bali' where the best of the Asia Pacific Rim will be on Show at some of the most luxurious locations in Bali. Anna Wintour once said,"Create your own style"; let it be unique for yourself and yet identifiable for others. "☺ ... This is what makes a Betty Tran Dress...a Betty Tran Dress... Namaste.

Article online:

<https://www.uspa24.com/bericht-4862/betty-tran-heading-for-los-angeles.html>

Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDSStV (German Interstate Media Services Agreement): Robbie Merritt

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Official Federal Reg. No. 7442619