

Striding out

Starting as a tiny stall in London's Portobello markets in 1973, Pepe Jeans London is now available in 30 countries, including Australia. The label has just announced Sienna Miller, 25, as spokeswoman for their spring/summer'06 collection. Pepe's managing director, Carlos Ortega, said the actress was the perfect "strong, positive British figure"the company was seeking. Stockist inquiries

(03) 8645 4222.

Heather Locklear

in Los Angeles

on April 25.

Helen Kaminski

(02 9211 3444).

"Austin" hat, \$255



Just charming

In Nice last month, Beyoncé sported a charm-laden necklace by Dutch label Bibi. You, too, can score the piece for your jewellery box, just check out www.miijo.com.au.



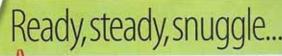
Charms" necklace, \$445

> Beyoncé Knowles

FASHION Mad hatters News

Denise Richards n Italy on May 22.

If you believe the rumour mill, Denise Richards stole Heather Locklear's hubby, Richie Sambora, but did she nick off with her hat, too? Both bombshells have been snapped in the same Helen Kaminski "Austin" hat just weeks apart, Elle Macpherson also bought the same model from London boutique Heidi Klein.



On Red Nose Day (June 30), SIDS and Kids Victoria will be getting the snuggest of support from baby-sleepwear company Snugglebum, which is donating all

proceeds from its cosybear winter collection to aid sudden infant death syndrome. The label has been spotted on Bec

and Lleyton Hewitt's 7-month old daughter, Mia. So sleep your little bundle "this side up" for winter. Click on sidsandkids.org/vic/or snugglebum.com.au for more information.

swygle Snugglebum cosy-bear sets,

\$34.95 (1300 657 131)

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