

Style Rich list

Some people flaunt their wealth, others like to hide it. In *Grazia's* first-ever rich list, Emily Chantiri and Annabelle McGregor reveal the highest earners in Aussie fashion and beauty



1
\$874M

GORDON MERCHANT, FORMERLY OF BILLABONG

When Gordon Merchant struggled to find comfortable board shorts, he decided to make his own. He formed the Billabong surfwear company in 1973 with his former wife Rena, taking the brand to the US in the early 80s.

The label now has a \$1.7 billion global annual turnover. It's sold in more than 100 countries, with the US market accounting for half its yearly sales.

Merchant is now retired and spends most of his time at his \$12 million beachside mansion in Angourie, in northern NSW. He is estimated to be worth \$874 million.



2
\$562M

PASPALEY FAMILY

The fortunes of the family began when the late Nicholas Paspaley fled Greece after WWI and started a pearling business in the Northern Territory in 1932.

Today, Paspaley Pearls are one of the world's largest pearl producers and his children run the business operations. His son Nicholas (pictured) is the executive chairman and his daughters Marilynne Paspaley and Roslyne Bracher look after the company's property investment portfolio, including the \$45 million Kimberley Grande resort in Kununurra.

BRW magazine estimates the family to be worth \$562 million.



3
\$367M

NAOMI MILGROM, SUSSAN

CEO to one of Australia's largest privately-owned retailers, the Sussan Group, Naomi Milgrom is the country's fifth-wealthiest woman with an estimated worth of \$367 million.

Milgrom joined the company in 1988 as strategic planning manager and bought the group from her family in 2003. She has 100 per cent equity in the Sussan, Suzanne Grae and Sportsgirl retail chain (bought in 1999), meaning she controls more than 520 retail outlets.

Milgrom's property portfolio includes a \$4.75 million Byron Bay property and a Toorak home she purchased for \$12.5 million.



4
\$186.5M

KARIN ADCOCK, PANDORA

Danish jewellery brand Pandora is sold in more than 40 countries and, despite only launching here in 2004, Australia is its third-largest sales territory. Karin Adcock is the woman behind this phenomenal success story.

"One of the reasons our brand is so popular is because it allows individuals to express and create their own look," she says. "We don't see

Pandora as a fashion brand that follows fashion trends."

The company's next step is to expand into mix-and-match watches with interchangeable accessories. "We have a new range of watches, with straps ranging from elegant and diamond-encrusted to traditional leather," says Adcock.

The company experienced 97 per cent growth in sales during the 2008-2009 financial year, with a turnover of \$186.5 million. ▶



5
\$169M

**DOUG WARBRICK,
RIP CURL**

In 1969, in the no-frills Victorian seaside surf town of Torquay, Doug "Claw" Warbrick and Brian "Sing Ding" Singer created Rip Curl.

They originally focused on producing surfboards for the local waves but soon moved into making innovative wetsuit prototypes.

Rip Curl is the oldest surfwear retailer and, according to CEO Stephen

Kay, now generates in excess of \$400 million turnover globally, with the Australian market alone generating \$100 million in sales a year.

In recent years, Warbrick has strayed into new territory, launching a \$20 million property development on the Gold Coast.

BRW magazine estimates Warbrick to be worth \$169 million alone, while Singer is pursuing other business interests.



6
\$158M

GAZAL FAMILY

Calvin Klein Underwear, Lovable and Trent Nathan are just some of the brands owned by the Gazal Corporation, one of Australia's largest publicly listed apparel groups.

The late Joe Gazal founded the company in 1958 and it's now run by his sons: CEO and managing director Michael (pictured); executive director David, and retail manager Richard.

The family holds a 65 per cent stake in the company, which acquired a turnover of \$243.5 million in 2008-2009.



7
\$120M

ELLE MACPHERSON

The model is as well known for her business acumen as she is for being "The Body".

In 1989, she created the Elle Macpherson Intimates brand with Bendon. At the time it was considered an unusual move, especially as she asked to take a percentage of profits rather than an up-front fee.

Today the label is stocked in more than 500 stores, including Saks Fifth Avenue.

BRW magazine estimates Macpherson's net worth as \$120 million.



8
\$92M

**THE COWLEY FAMILY,
R.M. WILLIAMS**

In 1932, strapped-for-cash swagman turned entrepreneur R.M. Williams began a small factory in his father's back shed in Adelaide, producing riding boots, saddles and outback wear.

Today, his legacy lives on under the ownership of the Cowley family, with revenue of \$2.5 million in 2008-2009.

The brand is also extended by the country lifestyle magazine *Outback*, by R.M. Williams Publishing.



9
\$90M

NAPOLEON PERDIS

The LA-based Greek-Australian makeup dynamo opened his first concept store in 1995 in the Sydney suburb of Paddington.

Napoleon Perdis cosmetics are now stocked in 4500 outlets worldwide, with 59 concept stores within Australia and New Zealand. In 2008, Perdis also successfully launched a diffusion line called NP Set, in Target in Australia and the US.

Even though Perdis has created an international

brand, he believes it was imperative to first concentrate on building his brand locally.

"The international part of the business becomes something you do as an addition to the growth of your business and is not the vital part," he says. "I'm based in LA and I work on my Australian market every night of the week. The Australian consumer is truly international and global herself – and she appreciates home-grown talent."

His product vision is a cross between European glamour meets natural Australian freshness: "My beauty is across all demographics and income; from Geelong and Penrith to Double Bay and South Yarra."

Perdis has an estimated worth of \$90 million.

What's next? A focus on high-tech ways of applying makeup.

Seafolly founder Peter (left) and his son and managing director Anthony



11
\$55M

PETER ALEXANDER

He's the king of pyjamas, leading the pack in his field of expertise – the bedroom.

Peter Alexander started his company in 1987, finding a niche in the market for mail-order sleepwear. Comfort, he proclaimed, was "the ultimate luxury".

In early 2000 his company turned over \$6 million and he felt he'd stretched the brand to its limits, so he made the decision to sell the brand to The Just Group, although staying on as general manager.

"I love what I do but I always want to do more with my brand," he says. "I'll never stand still and rest on my name."

Alexander believes his turning point came in 2004 when the first retail store opened.

"Peter Alexander was a direct mail and internet order company and although it was going fantastically well, I must say, having a bricks and mortar store really established who and what the brand was about," he says. "It was an instant success and such a proud moment for me."

The company currently generates an annual revenue of \$55 million under the banner of The Just Group, with approximately \$11 million from internet sales.

Aside from seeing more gorgeous knitwear in the day collections, Alexander's forecast for the future is simple.

"I am planning to continue to bring a little happiness and a smile to my customers' lives," he says.

10
\$75M

THE HALAS FAMILY, SEAFOLLY

The Seafolly swimwear label was founded by husband and wife team Peter and Yvonne Halas in 1975. The brand is now internationally established and Peter Halas says the label came into its own in 1998, when they decided to focus solely on the Seafolly brand.

"My son Anthony bought 50 per cent of the shares and we shut down any other enterprise that didn't enhance Seafolly the brand," he says. "We sold the swimwear label Jets and shut down the active-wear brand Bodypaint."

Seafolly's swimwear line is currently stocked in boutiques across the country as well as international department stores such as Britain's Harvey Nichols.

"It's always summer somewhere in Australia, so we have a fantastic opportunity to sell our swimwear 12 months of the year," says Halas.

Seafolly has an annual turnover of approximately \$75 million.



Sue Ismiel with her daughters Nadine (left) and Natalie

12
\$50M

SUE ISMIEL, NAD'S

After creating a natural hair-removal product by experimenting in her kitchen, Sue Ismiel founded Nad's in 1992. The company flourished into an international success and, in 2005, Ismiel decided to step down from her role as CEO to take some time out, and the group changed its name to LifeSource.

In 2006, Ismiel returned to the struggling company as CEO and her daughters Nadine, Natalie and Naomi are also involved in the business.

Nad's is aiming for a turnover of \$50 million in the 2009-10 financial year. ▶



13
\$45M

CARLA ZAMPATTI

Italian-born Carla Zampatti launched her iconic Australian brand in 1965 – it's now a fashion powerhouse with an annual turnover of \$25 million. Zampatti distributes through David Jones, as well as having 14 stand-alone stores.

Her \$20 million home in Darling Point, Sydney, is a mere glimpse into her property portfolio, which includes retail premises worth more than \$20 million in Sydney's CBD.

Zampatti is also a prominent company director, serving on the board of Fairfax, SBS and Westfield.



14
\$43M

ALANNAH HILL

Originally hailing from Tasmania, a 17-year-old Alannah Hill bravely packed up her bags and moved to Melbourne.

After a stint styling on film sets and video clips, Hill went on to work in clothing stores on Melbourne's Chapel Street, before opening her first boutique in 1997.

Hill's ultra-feminine designs are stocked in David Jones as well as 18 stand-alone boutiques.

Alannah Hill's recorded turnover for the past financial year is \$43 million.



15
\$40M

LORNA JANE CLARKSON

Unimpressed with the exercise clothing available to buy, former aerobics instructor Lorna Jane Clarkson decided to take matters into her own hands.

After improvising with fabrics at home, she launched the first Lorna Jane store in 1990. The company now has more than 88 stores in Australia, with an additional three opening by the end of this month.

The annual turnover for Lorna Jane is predicted to

jump from \$40 million in 2009 to \$80 million by 2012.

And loyal US customers will soon be able to get their Lorna Jane fix locally. "We have plans for a series of Lorna Jane stores in Los Angeles and are set to start opening our doors by mid 2011," says Clarkson.

"Australia used to be seen to follow trends from fashion centres like Italy, France and the US, but now Aussie designers have really come into their own," she says. "Now they're known for their unique aesthetic."

The proposal for expansion abroad is likely to be aided by private-equity investors Champ Ventures. The investors plan to inject an undisclosed sum to emerge with between 40 and 49 per cent of the company. This will dismantle the original structure of 50/50 stakes in the company held by Lorna Jane and her husband Bill Clarkson, who is the chief executive of the brand.

What's next creatively for Lorna Jane? The first active-swim collection will go on sale later this year.



16
\$40M

BRUNO SCHIAVI, JUPI CORPORATION

Inspired by his own trips to the gym, Bruno Schiavi (pictured below) came up with the simple idea of a sock with a pocket for loose change and keys.

After 17 rejections from Australian retailers, he got his big break in 1995 when US retail giant Walmart offered him a contract.

"One of the hardest things about being a designer in Australia is that it's a small country," says Schiavi. "There are a lot more opportunities overseas. But if you're going to give up after the first 'no' then the fashion industry is not for you."

The success of the Pocket Sock in the US and Europe allowed him to expand into women's underwear and men's clothing. In 1996, Schiavi founded the Jupii Corporation in Sydney and launched the anabella lingerie line in 2002.

Schiavi also specialises in collaborating with celebrities, such as Janet Jackson and Priscilla Presley, to market their fashion ranges. He recently announced a partnership with the Kardashian sisters to launch their apparel and accessories line and he's joined forces with NBC reality show *The Biggest Loser*, distributing a new line of gymwear in the US.

Schiavi says his strength lies in adaptation: "If you resist change, you're only resisting personal growth."

A believer in work/life balance, he meditates daily and has a rule that none of his staff should work past 5.15pm.

His turnover is expected to increase to \$55 million in the next 18 months. ▶

WE ALWAYS HAVE CHOICES ABOUT LIFE,
*It is important to trust our deep intuition more than our knowledge or information.
 We always have the power ~~on~~ life to decide on life. It is important to trust our inner aesthetics.
 Then doing will become being. Being will become doing. We become ourselves."*

17
\$36M

SASS & BIDE

At the forefront of the late 90s designer denim frenzy, Sarah-Jane Clarke and Heidi Middleton sky-rocketed to fashion fame in 1999 with their cult jeans. They've since gone from strength to strength, expanding their business to include diffusion line s&b vie and unleashing their infamous Rat leggings on the market.

They were the first Aussies to show at New York Fashion Week and have since hopped the pond to regularly show in London, where their label began. In the last two years they've doubled their turnover from \$20 to \$40 million and been named Veuve Clicquot's business women of the year.

Their joint fortune is an estimated \$36million



18
\$35M

JO HORGAN, MECCA COSMETICA

When beauty addict Jo Horgan opened the first Mecca Cosmetica store in Melbourne in 1997, she aimed to showcase cult brands such as Serge Lutens fragrance and Perricone MD skincare. Today there are 23 Mecca Cosmetica stores stocking 40 exclusive brands.

Horgan has an estimated wealth of \$35 million.



19
\$30M
Tony with face of the brand, Jodi Gordon

THE BIANCO FAMILY

Shoe designer Tony Bianco launched his footwear label in 1972 and his sons Adam and Anthony, now company directors, took over their father's legacy in 2003.

The brothers travel the world throughout the year, searching for inspiration to diversify their brand. "Fashion isn't as simple as two seasons

like summer or winter nowadays," explains Anthony. "Continual development of a new product is essential. It is a real challenge in such a highly competitive market."

As well as being stocked in major department stores and shoe retailers, there are also 14 Tony Bianco retail outlets.

The brand aims to provide a classic demographic with fashion-forward designs. "Being first to market and staying ahead of the pack is a huge task," says Anthony. "Australian women challenge us to continually be creative and deliver new, fresh and exciting product as quickly as we can."

The company is 100 per cent family-owned and has an annual turnover of \$30 million.



20
\$30M

SARAH MURDOCH

There's not much this top model can't do, with roles ranging from Australian ballet board director to breast cancer ambassador.

Together with husband, media mogul Lachlan Murdoch, the mum of three purchased a \$23 million Sydney home last year.

As well as mentoring new talent on *Australia's Next Top Model*, she also runs a production company, Room 329.



21
\$29M

NATALIE BLOOM

A graphic designer turned makeup mogul, Natalie Bloom launched the Bloom Cosmetics brand in 1993 at the age of 22 and is now worth \$29 million.

Inspired by her grandparents' success as founders of fashion chain Portmans, Bloom decided to forge her own path in the beauty sector. Her range now comprises more than 300 products. ▶



22
\$27M

**AMANDA BRISKIN,
MIMCO**

In 1996, young entrepreneur Amanda Briskin founded the Mimco label with just \$5000, creating a range of handbags, jewellery and accessories.

Fast forward to 2007 and the savvy Briskin sold her company to Greshamp Private Equity for an estimated \$45 million. The sale took place at the height of the retail boom and Briskin is now estimated to be worth \$27 million.

The accessories company is currently under the leadership of CEO Iain Nairn.



24
\$21M

**COLLETTE
DINNIGAN**

South African-born, New Zealand trained designer Collette Dinnigan started her label in 1990 and was the first Australian to show at Paris Fashion Week. Her dresses sell for as much as \$8000.

Equally happy designing for the mass market, Dinnigan has designed lingerie ranges for Target and the UK's Marks & Spencer. She's also expanding her brand with a diffusion line, Collette by Collette Dinnigan, set to hit stores in September.

Her empire now has an annual turnover of \$21 million.



25
\$20M

JAN LOGAN

Jan Logan's childhood memories of her mother's jewellery box inspired her to develop her visionary brand.

After collaborating successfully with a jeweller in Narrabri in northern NSW, Logan moved to Sydney, opening her Double Bay store in 1989.

"We do pieces with a young, directional feel but with a classic quality that stands the test of time," says Logan.

Logan's son Angus joined the business in 1996 and they have since opened more stores in Sydney, as well as Melbourne, Perth and Hong Kong.



26
\$20M

**HALLAS FAMILY,
ELLA BACHÉ**

Last year Pippa Hallas, third generation of the Ella Baché cosmetic company, was appointed as general manager. Her late great-aunt created the brand in Europe in the 1930s and her father John Hallas is the owner and chairman.

The cosmetics franchise now has a turnover of \$20 million. Ella Baché has a specific research team creating products for the Australian environment and a College of Skin and Beauty Therapy. The company has more than 200 salons and over 80 employees.



27
\$17M

MORRISON

In 2002, Tasmanian husband and wife team Kylie Radford and Richard Poulson sold their private assets, raising \$10,000 to launch their concept store in Fremantle, WA.

They now have seven Morrison signature stores across the country and produce 10,000 garments a month.

In the next financial year the couple plan to open three stores and break into the Japanese market. This summer will also see Morrison launch their first-ever Resort collection.

The brand has an annual turnover of \$17 million.

23
\$23M

**SEAN ASHBY,
AUSSIEBUM**

In 2001, when his favourite swimwear brand was no longer being made, Sean Ashby used the \$20,000 he'd saved for a home loan to design his own range, aussieBum.

"For the first two years I was selling my swimwear to friends and beachgoers," says Ashby. "When I tried to sell the brand it was rejected as not being competitive enough against foreign brands. My only option was to take it overseas."

Ashby got his break when Kylie Minogue found out about the brand and used the swimwear in one of her video

clips. This, says Ashby, opened the doors for the company and is how he found his first UK customers.

Since then, with the help of business partner Guyon Holland, the predominantly internet-based brand has expanded into a global enterprise with an estimated annual turnover of \$23 million.

"This is because we have remained true to our values, culture and heritage," says Ashby. "We used the backdrop of Australia as a commodity, and we market aussieBum using cheeky larrikinism and sexiness."

The company now employs 38 staff who work mainly from his warehouse in the Sydney suburb of Leichhardt, with sales ranging from 5000 to 7000 pieces a week.





28

\$11M

KRISTY HINZE

The Gold Coast beauty and granddaughter of the late Queensland politician Russ Hinze made the move to New York in 1999, signing with Ford Models. She is estimated to have earned \$3.5 million from acting and modelling, including posing for *Sports Illustrated* and *Victoria's Secret*.

Her fortunes catapulted when she married Texan billionaire Jim Clark last year – the couple bought a \$7.4 million Sydney apartment last June.

Hinze hosts *Project Runway Australia* and is currently the face of *Sportscraft*.



29

\$11M

JODHI MEARES

Renowned for being a glamour model turned designer and TV personality, Jodhi Meares first entered the spotlight aged 16, as a Moove milk model.

Meares married billionaire James Packer in 1999 but the couple separated in 2002, leaving her with a \$3 million property portfolio.

In 2000, she created her swimwear label Tigerlily, later selling it to the Billabong group in 2009 for an estimated \$8 million, propelling her net worth to \$11 million. She has stayed on as Tigerlily's creative director.



30

\$10M

JENNIFER HAWKINS

Our cover girl shrieked when we told her she'd made it onto our rich list: "Woo! How exciting. It's a compliment, it's mind-blowing," she says.

"It's great to be brought up with a business mind – my mum and dad told me to set yourself up, have goals and achieve them."

She now has a \$5 million contract with Myer and a cannily-assembled property portfolio. Her latest purchase is a \$1.8 million oceanfront block on Sydney's Northern Beaches with plans for boyfriend Jake Wall to build them their dream home. Go Jen!



31

\$6.5M

SHELLEY BARRETT, MODELCO

The eye-catching hot pink ModelCo range launched in 2002, the brainchild of former model agent Shelley Barrett.

Kylie Minogue, Victoria Beckham and Sienna Miller are said to be fans of the brand, which is stocked in 27 countries as well as iconic stores such as Space NK in London and Sephora in New York.

In 2007 the brand's turnover grew by 36 per cent and the 2008-2009 financial year saw a turnover of \$6.5 million.

32

\$4.8M

JOH BAILEY

Australia's hairdresser to the rich and famous, Joh Bailey opened his first salon in Sydney's Double Bay in 1985. Over the years his clientele has included Elle Macpherson, Eva Longoria Parker and the late Diana, Princess of Wales when she visited Australia in 1997.

Bailey's love of hairstyling came from his childhood love of equestrian – he used to braid the mane of his thoroughbred Anika.

Now Chanel, Louis

Vuitton and Bulgari are just a handful of the luxury fashion houses enlisting the styling services of Bailey and his team.

In 2004, he signed an agreement with Myer to open 23 Joh Bailey salons inside stores and he is the head stylist on Foxtel's *Project Runway*.

Next month Bailey's brand will venture far beyond its initial roots, with the launch of a homewares line.

His company turnover is in excess of \$4.8 million. ▶



34

\$3.35M

**BELYNDA
MACPHERSON,
BANJO &
MATILDA**

Channeling her childhood memories of ballet classes, Belynda Macpherson launched her luxury cashmere brand Banjo & Matilda in 2008. Her knits are now a wardrobe staple of Victoria Beckham, Rihanna and her sister-in-law Elle Macpherson.

"To the rest of the world, Australia is a clash of luxury lifestyle and remoteness, so our collections are received overseas with a touch of intrigue," she says.

Banjo & Matilda's HQ is located in Bondi and the company distributes worldwide through their online store.

"Although Australia is our spiritual home, the commercial success of

our business remains in the growth of overseas markets," says Macpherson. "There has been strong interest from the UK and US – they fell in love with our knits when we presented our collections in June."

She believes morality is the new luxury and her collections are steadily moving towards "fashion-with-a-conscience".

"Our luxury 'eco' yarn for our summer collection is 85 per cent bamboo and 15 per cent cashmere," she says. "It has the soft feel of cashmere but is lightweight and perfect for warmer weather."

Macpherson recently announced a collaboration with Natalie Imbruglia – the limited-edition Lucky sweater.

Banjo & Matilda has an annual turnover of \$3.35 million. ■



33

\$3.5M

MIRANDA KERR

She's come a long way from her Gunnedah upbringing – like earning her diamond-gilded wings as a Victoria's Secret angel, signing that big-bucks contract with David Jones and launching her skincare line Kora.

Add recent well-compensated campaigns for Prada and Jil Sander (thanks to her high fashion makeover) and Miranda's sitting pretty at number 10 on the *Forbes* list of top-earning models, with estimated yearly earnings of \$3.5 million.

And yes, sharing incomes with an A list actor will increase her net worth substantially.



35

\$3M

GEMMA WARD

The 22 year-old skyrocketed to supermodel status in 2004 at age 16, becoming the youngest model ever to grace the cover of *US Vogue*.

She continued her career trajectory for four more years before turning her attention to acting – but not before cementing her place at number 11 on the 2008 *Forbes* top-earning models list.

Consistent runway appearances and campaigns for luxury houses like Hermès, Burberry, Calvin Klein and Louis Vuitton paid off to the tune of an estimated \$3 million ■

ONE TO WATCH!
We're predicting model Jess Hart is set to storm the rich lists. She's hit the big time as the face of Myer and Seafoley and overseas she's signed with high-street giants Victoria's Secret and H&M. Yes, watch this (fabulous) space...



Check out
Miranda and
Gemma's model
files at grazia.com.au.

PHOTOS: GUILLAUME LECHAT (BIG AUSTRALIA); X2: GETTY IMAGES; X3: FAIRFAX; X10: ANDY BAKER; X5: GARTH ORLANDER; RICHARD FREEMAN/VINCENT LONG; JULIAN KINGMA (HAIR AND MAKEUP/WAYNE CHICK/CONTACTS); CHARLIE KIELTY/RP REPRESENTS; DANIELLE PEDRINA (STYLING); KATRINA SHELES/RP REPRESENTS; NAD'S SUE IN CARLA ZAMPATTI; NADINE IN USA HO DRESS AND NATALIE IN NICOLA FINETTI JACKET (FROM MYER) AND WHITE SUEDE SINGLET (CAR COURTESY OF CLASSIC THROTTLE SHOP)