



Tinseltown touch: Cameron Silver, right, of Los Angeles, has become a creative adviser for Untouched World. He is seen here with the firm's head designer, Emily Drysdale.

Untouched label in Silver lining

David King

Christchurch fashion house Untouched World has brought in a Los Angeles retailer and fashion pundit, Cameron Silver, to help build the label's international reputation.

Silver runs a clothing retail store called Decades in Los Angeles and was listed by Time Magazine as one of the 25 most influential people in fashion. He came across the brand

while visiting New Zealand last year and is now working with Untouched World as creative adviser to try to develop new retail avenues for the business.

Untouched World was founded by Peri Drysdale and its head designer is her daughter, Emily.

Silver believed Untouched World's New Zealand-influenced fashion had big potential in the United States.

"It's an environmentally friendly creation that still has a really good fashion attitude. I'm just going to help them push that fashion aspect and still be in the realm of being an Untouched World garment.

"It's so spot on in terms of what people are feeling right now." He said the brand was about exporting the "fantasy life" of New Zealand.

"New Zealand is very sexy to Americans — you live in an idyllic

paradise. To make it competitive in the international market it has to have that fashion edge. It's not going to be hard — Emily is a great designer and she gets it."

Peri Drysdale said Silver was part of a strategic plan to grow the brand worldwide. Untouched World plans to begin developing collections for the Northern Hemisphere wholesale market and ultimately, Untouched World concept stores.