

VIVERE COVERAGE – DRAPERS

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# My fashion life

SAVANNAH MILLER, CO-FOUNDER AND CREATIVE DIRECTOR, VIVERE

INTERVIEW BY SABINA WESTON

**S**avannah Miller is turning her design talents to a new brand. Premium womenswear label Vivere was launched in July 2023 by creative director Miller and co-founder Damian Hopkins, CEO of brand consultancy PDS Radius Brands and former international director of Matalan.

Meaning “to live and last” in Italian, Vivere debuted for autumn/winter 23 with relaxed, functional wardrobe staples, and a focus on quality, fit and refinement.

It sells direct to consumer on its website and is stocked exclusively by John Lewis, but Miller wants to grow wholesale for AW24. Wholesale prices for the AW24 collection range from £12 for a spaghetti-strap ribbed vest to £143 for a chocolate brown wool mix double-breasted tailored coat.

Miller has five direct reports, including chief operating officer Susie Calvert, design head Gudrun Kloepsch and, since January 2024, managing director Laura Corrigan-Conway.

Hong Kong-born, Gloucestershire-based Miller also has an eponymous bridal design business, launched in 2016. The designer graduated with a BA Fashion Design and Knitwear from Central Saint Martins in 2004, and began her career with a summer job at Alexander McQueen.

Miller shares her plans to grow Vivere and which family member gives the best advice.

**What is the first thing you do in the morning?** Fatally, my phone is my alarm clock, so I check my work WhatsApps and emails first thing. I work with international factories on both of my brands, so if I don’t respond immediately, I end up losing 24 hours.

**What is the most treasured item in your wardrobe?** I have an ancient but incredible long-line woollen blazer from Chloé that my sister [actress and Mark & Spencer AW23 campaign star

Sienna Miller] gave me 10 years ago. It only gets better with time, and I have no doubt will have a place in my closet for the rest of my life. It elevates everything to another level.

[Another is] the Vivere James shirt (retailing at £120): a classic oversized poplin shirt that goes with everything.

**How would you describe your style?** Classic and understated but with a point of view. I don’t adhere to trends per se, but I like clothing that has a directional edge without being too off the wall.

**How do you switch off?** Yoga, and I have recently joined a netball group, which is hard core but a real leveller. I also read religiously on the Tube, before bed and whenever I can.

**What is the last book you read?** I just finished [Ann Napolitano’s] *Hello Beautiful* and am now loving *Demon Copperhead* [by Barbara Kingsolver], which has me fully gripped.

**Who in the fashion retail industry inspires you?** Emma Grede, CEO of [denim brand] Good American. She used to be my agent back in the day, and has just become an absolute mentor in every way she operates her business and her life – a bad ass businesswoman but a deeply soulful woman.

**What is the best piece of advice you have ever been given?** If at first you don’t succeed, try, try again.

My stepmother, [interior designer and former BBC *Dragons’ Den* star] Kelly Hoppen, has been giving me business advice my whole life. She’s a firm believer in not wallowing in negativity but learning from your mistakes and moving forward. **D**



Ciao, Miller: the designer is looking for new wholesale stockists for Vivere’s autumn/winter 24 collection



Scan to read the extended interview

