

VIVERE COVERAGE – HELLO! MAGAZINE

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# HELLO!

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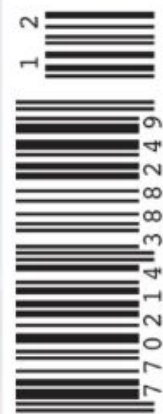
**'I needed to  
get really  
brave'**



**THE PRINCESS  
OF WALES  
'RECEIVING  
THE BEST CARE'  
AS SHE STARTS  
STEPPING OUT  
WITH MUM  
CAROLE**

# KATE WINSLET

**ON ICE BATHS AND  
NIGHT SWEATS AS SHE  
TAKES ON A 'TWISTED'  
NEW LOVE STORY**



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**PLUS INTERVIEWS WITH HOLLYWOOD STARS CATE BLANCHETT AND JULIANNE MOORE**







# Modern WOMAN

*Savannah Miller launches her new ready-to-wear collection with comfort, quality and timeless elegance in mind*

**D**esigner Savannah Miller cut her teeth working with leading lights such as Alexander McQueen and Matthew Williamson before going on to create her own contemporary label, Twenty8Twelve, alongside her younger sister, actress Sienna.

Now a prominent figure in the bridal industry, thanks to her elegant, understated eponymous line, Savannah is back at the ready-to-wear helm, creating everyday clothing for modern women on the go.

The aim of Vivere – an Italian verb meaning “to live” – is to provide wardrobe building blocks to be worn season after season: uncomplicated pieces that can switch seamlessly from workwear to eveningwear.

Here, we catch up with the 45-year-old mum of three to find out more about her latest venture.

**Savannah, tell us about Vivere and why you stepped back into the world of ready-to-wear...**

“I haven’t ever really stepped out, as I’ve been in collaboration with Next and Debenhams since the Twenty8Twelve days. Vivere is a company I part-own, so it’s very different in its nature, because I’m much more hands-on, which I love.

“I started the company with my business partners because I was in search of the perfect working wardrobe – accessible in price, responsibly made and subtly fashion-forward.

“When I’m working, particularly at selling time for my bridal brand, I like to have a uniform of sorts; one that will perform for me and make me feel well presented but comfortable and cool.

“The high-street tailoring I was buying wasn’t standing the test of time and the alternatives were ridiculously expensive. I’m thrilled to have found a solution to this conundrum and excited to be growing the brand with these objectives in mind.”

**Are you enjoying creating everyday clothing again?**

“It’s super exciting because I get to wear and enjoy my designs in my day-to-day life. The collection makes me feel really good when I wear it and that was my driving force.”

**Where do you find inspiration?**

“At the moment, I’m loving imagery from the 1990s of early minimalist styling and effortless tailoring where women are borrowing blazers from men. That said, I always love the juxtaposition of the hard with the soft and the feminine with the masculine, so I seek to add those elements to my collections.

“My goal in all of my design work is to make women feel empowered and incredible, so women are always my first point of inspiration.”

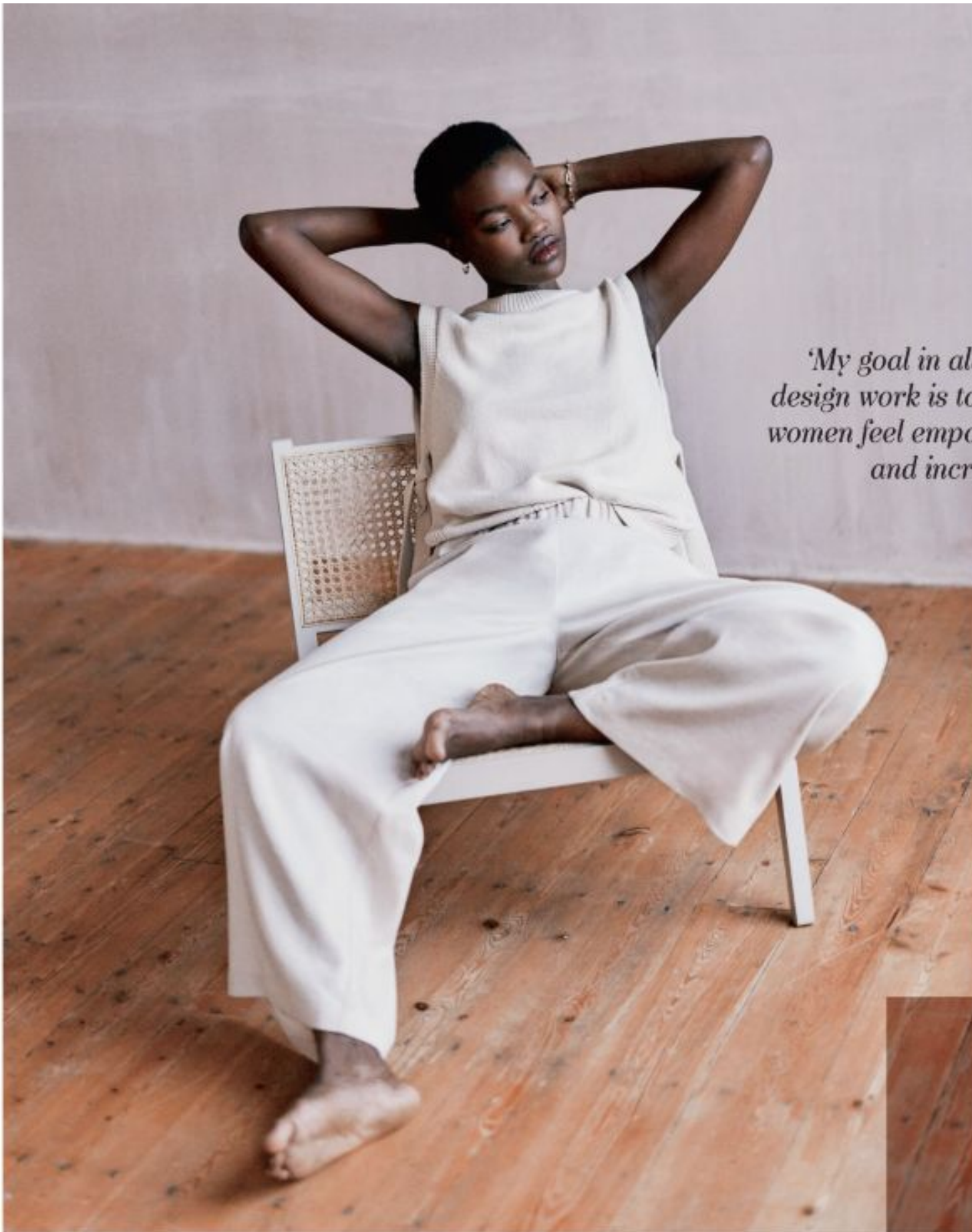
**How do you envision your ideal customer?**

“The Vivere woman appreciates an effortless aesthetic. She’s a thoughtful purchaser who likes a simple and confident approach to dressing. She seeks quality and appreciates detail and is defined by a sense of relaxed, timeless elegance.”

**What’s your hero piece from the collection?**

“The Sadie coat was a big hit for our autumn/winter launch, as well as our Dylan and Tyler trouser suit and Arlo jumper. Our summer clothes have just landed in stores and so far, the Romy denim dress is proving to be a big hit.”





*'My goal in all of my design work is to make women feel empowered and incredible'*

sky blues. It's been fun not just to default to the classic winter colours of navy, black and grey.

"I love listening to my customers' feedback and understanding what they're loving about the collection. I'm most excited about the special pieces we have coming for the Christmas party season. By some miracle, I've managed to source an incredible rust sparkle fabric that is sustainable – most sparkle is made with plastic, so this was a huge win for me."

**What is your brand's ethos and how important is sustainability to you?**

"We strive to be as responsible as we can with every design decision – responsible for the people making our clothes as well as the impact they will have on the planet.

"We design with longevity in mind; these clothes adhere to our name, which translates as 'for life', so nothing is overly trend-driven. It is my intention that these clothes will stand the test of time in design and quality. We also do small production runs to minimise waste."

**What's next in the pipeline for Vivere?**

"We're expanding our stockists and hope to be stocked in multiple stores in the UK as well as internationally by autumn/winter 2024. We are also planning some pop-ups soon."



Above  
Julian oyster  
trousers, £150  
Charlotte oyster  
tabard, £135

Right  
Florence navy  
dress, £180

Available from  
[viverelondon.com](http://viverelondon.com)  
and John Lewis

**How are you styling and wearing the pieces?**

"I'm not exaggerating when I say I wear the collection every day in some form or other. At the moment, I'm living in the Jade blazer with the Phoebe waistcoat. I dress it down with a pair of jeans and the Addison white T-shirt – that never fails to make me feel put-together.

"I also love the gorgeous knitwear, especially for cosy time with my kids on the weekend."

**Who is your fashion muse?**

"[Late fashion publicist and John F Kennedy Jr's wife] Carolyn Bessette-Kennedy, always and forever. She was the epitome of understated elegance."

**And who would you most like to see wearing this collection, and why?**

"Naomi Watts or Tilda Swinton, because they are both clearly very strong women."

**What can we expect to see next from Vivere?**

"For autumn/winter 2024, we're working with some new textures and colours, building on the strengths and lessons learnt so far.

"We have some rich and beautiful colours and textures, with browns and rusts taking centre stage, pared back with cool denim and