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# indisig

Individuals on the move



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My Bonnie

hanger::people [34]

◆ HICKORY DICKORY DOCK

◆ HICKORY DICKORY DOCK,  
How did it Mummy's rock? ◆  
◆ Five carrots from Granny,  
So we can't eat the staff? ◆  
◆ HICKORY DICKORY DOCK.



## haute rhymes

Beauty, brains and a smokin' fashion sense to boot, Amy Allen is the mother of all 'It' mums



She may have all the makings of a rich bitch tai-tai, but you'd be sorely mistaken if you think Amy Allen spends her days shopping and going for manicures. The Oxford-educated lass has not only worked with the likes of advertising bigwigs McCann-Erickson, DDB and Burson-Marsteller, she's also currently handling the global marketing for Champagne Jacquesson and heading her own events management company, Bespoke Concepts. Her latest venture is the froufrou *This Little Piggy Went To Prada*, a book of "nursery rhymes for the Blahnik brigade". Littered with designer names up the wazoo, this chic, hot pink gem is so politically incorrect and glamorously frivolous it's a must-have for every Birkin-toting, Blahnik-wearing yummy mummy out there.

### Rhyme & frisson

"It all started with reciting nursery rhymes to my daughter Mimi and discovering that I didn't know very many. The ones I knew I didn't remember properly and none of them seemed to make any sense to me. It wasn't until I had made up a few which friends thought were funny that I decided to write them down and try to do something with them."

### My fashion style

"Modern classic with a twist."

### Uber alles

"I don't see myself as an uber anything, except an uber control freak perfectionist perhaps — which is not such a good thing. I have always been interested in clothes but as one grows up one's own style develops and becomes more pronounced. I guess I am lucky if people like what I wear enough to think I dress well."

### Fashion faux pas

"What is your youth if you can't look back and be a little bit embarrassed?!? When I was young, I wanted very much to become a dancer so I harboured very misguided illusions that dressing like Jennifer Beale in *Flashdance* would at least make me look like one — yes, complete with cut-off sweatshirts and leg-warmers!!!"

### In her shoes

"I will confess to a particular fondness for footwear... especially Louboutin."

### I would rather go naked than wear...

"Bad underwear and anything too tight."



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