

# Fuhrer furore rocks school

A CATHOLIC primary school principal has apologised to parents after a student dressed as Adolf Hitler won first place in class on a school dress-up day.

A letter went out to parents on Wednesday after some complained the costume should not have been allowed at the Perth school.

Children had been asked to dress up as famous people and a grade 4 student had turned up as the Nazi leader, complete with swastika.

The school principal said he did not see anything sinister in the student's choice of costume.

"To me it's a mountain out of a molehill," the *West Australian* newspaper reported him saying.

"I just think it's a one-off thing that in retrospect we'd do differently.

Some parents had also complained about children being allowed to dress up as vampires and the grim reaper, he said.

The letter sent to parents said that for all future dress-ups, teachers would "restrict the choice of characters to those appropriate for primary school-aged students".

-AAP

# The new retail trend is catwalk class for a fraction of the cost Hire hemlines are in



**Spend thrift:** Saasha Burns enjoys Love Me And Leave Me. Picture: ALEX COPPEL.

RENTING fashion is in vogue — shoppers are hiring designer gear straight off the runway.

Budget-conscious shoppers are borrowing new, and even vintage, Chanel, Gucci, Chloe and Louis Vuitton handbags, which cost up to \$4000 new, for \$89 to \$170 a week.

The bags — or jewellery, dresses, scarves and shoes — are hired out for a week or a month, and returned to Love Me And Leave Me in Armadale for the next renter to take home.

Consumers with designer taste are becoming more savvy about how they spend their hard-earned cash.

Experts say the social networking phenomenon is behind the trend of retail swapping and sharing.

Celebrities have cottoned on to the borrowing craze.

Former model and now crime author Tara Moss borrowed a clutch from Love Me And Leave Me for the Logies this year.

Brownlow Medal belles and partners of AFL officials are also customers ahead of footy's big night.

Founder Simonne Santana started a designer rental website four years ago, but has opened up in High St in response to what she has found to be a booming demand for rental fashion.

Many clothes retailers have

**Emily Power**  
fashion reporter

been crippled by the global financial crisis, but Ms Santana said it had been the busiest period ever for her online store.

Ms Santana is bracing for a hectic Spring Racing Carnival, when she'll be offering a \$4000 Fashions on the Field outfit for just over \$400.

Several designer rental websites exist, but Ms Santana claims that her Melbourne store is the only in Australia where shoppers can

**'Consumers are variety seeking'**

- Dr CON STAVROS

touch and admire a library of high-end pieces.

Retail and marketing expert Dr Con Stavros from RMIT University spotlighted the origin of the trend. He said Carrie Bradshaw's assistant in the first *Sex and the City* movie was a fan of rented hot handbags, and had recruited other style-savvy women to the idea.

"It obviously helped to set a tone of fashion cool," he said. "Consumers are variety seeking. They can be totally happy with a product, and then immediately searching for the next."



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