



CLOCKWISE FROM ABOVE: Pearl; Pearl's youngest daughter Betty modelling Pearl's latest collection of children's wear clothing; Betty's bedroom complete with the pink sequined. All available from pearllowe.co.uk

“I always say, ‘the people who mind don't matter and those who matter don't mind.’” Pearl Lowe is reflecting on her mantra, and for a woman who's so close to her family, and who's reinvented herself so many times, it feels like the perfect advice to keep close to her heart.

Part of the infamous Primrose Hill set, Pearl's life has been lived in the spotlight. From her Brit Pop days as the frontwoman of Powder and then Lodger, to her nights partying with her A-list friends, followed by her getting sober and moving to the countryside with her tight-knit family, Lowe's life has been full of



ups and downs. Since designing tea dresses for Peacocks that flew off the rails, she's become a big player in the interiors and fashion world, launching a range of homewares, and now children's wear too. In short, Pearl has reinvented herself – and her career – time and time again.

“Funnily enough, it was only when I got sober and moved to the countryside that I really found my passion for colours, drawing and designing,” she says. “Not that I ever thought it could be a career, I just did it for myself. When I designed clothes for the first time, it was because I'd had lots of kids and couldn't fit into the dresses I wanted to wear so I just started making them myself.”

And that's when she landed her deal at Peacocks. The pretty,

feminine and easy-to-wear tea dresses sold like hot cakes, helped in no small part by her eldest daughter, Daisy Lowe, modelling them for the campaign. The line helped the flagging store pick up again, but it wasn't to last: “I'd been working for Peacocks for three years when it went into administration. It was all very sudden. One day I got told, and the next day everything was closed. Women were emailing and tweeting me about how upset they were they couldn't get my dresses and at the same time, House of Fraser pulled out of a 17-piece collection. I had two double whammies of neglect.”

But she didn't draw the curtains and hide away from the world, instead she released an interiors book (*Pearl Lowe's Vintage Craft*),