



STAGE II
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PRESS RELEASE

Australian Fashion Label ELM Releases this Summer's Hit "Movie"

Introducing "[*Hostess with the Mostest Let's Fiesta*](#)", the feel good faux film following Jane, a woman surviving the season with colour, comfort and a questionable number of pavlovas.

Australia, 02 December 2025 – This summer, [Elm Lifestyle](#) is celebrating the real life 'Janes' of Australia, the women who carry the silly season on their shoulders with a quiet laugh and an outfit that works harder than they do. Elm has now released "Hostess with the Mostest Let's Fiesta", a playful faux film trailer that pokes gentle fun at holiday chaos while showcasing the colourful wardrobe that sees Jane through every unexpected twist.

Meet 'Jane'

Meet Jane, the undisputed lead of our summer "movie" and the heart of the Elm woman. She is thoughtful, she is hopeful and she is always juggling something. She is the one quietly stitching the season together while still trying to make it feel special. She is the mum who always says yes, the daughter who softens the edges and the hostess who keeps everyone smiling even when things go sideways.

She is occasionally a little frazzled, often a little stretched and always wonderfully relatable. Jane cannot control the burnt pavlovas, the surprise arrivals or the moments that test even the calmest hostess. But she can control one thing that never lets her down, what she wears.

Her wardrobe isn't a costume, it is character.

Jane dresses in comfort, colour and the kind of ease that helps her survive the busy times selecting pieces that let her move, breathe and refocus when the season gets loud.

She reaches for:

- [The Edin Dress](#) when she needs instant lift and colour
- [The Sonny Denim Dress](#) when she needs to steady herself between "moments"
- [The Bon Bon Dress](#) for a reminder that joy equals perfection





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- Warm weather staples like the [Chilli Tee](#) and [Sunset Hour Dress](#) that carry her from one festive curveball to the next

These are clothes designed to live in. Relaxed silhouettes, mood lifting colour, comfort that lets you focus on what matters. They're dependable, grounding and always ready before she is.

Jane puts it best:

"I always begin the season with a plan...and then life decides otherwise. If I can stay comfortable and colourful, I can take the chaos as it comes."

And in true supporting-actress fashion, her mum adds:

"Jane does love a moment. She turns a simple lunch into an event, but she looks wonderful through it all."

Step into Jane's world this summer

Across the season, Elm fans can discover more of Jane's story through styling ideas, extra scenes and behind the curtain moments on elmlifestyle.com.au, [Facebook](#), [Instagram](#) and [YouTube](#). Each piece of content adds a little more heart, and a little more Fiesta, to the sunny, imperfect, very real rhythm of an antipodean summer.

Elm Lifestyle is stocked in more than 600 retailers across Australia and New Zealand, including 300+ independent boutiques. Loved for its relaxed silhouettes, uplifting colours and feel good everyday style, Elm designs clothing that fits beautifully into real women's real lives, especially during the season that asks the most of them.

- Watch the "Hostess with the Mostest: Let's Fiesta" Trailer [HERE](#)
- Download Media Kit + Stills [HERE](#) (All photo credits to 'Stage II Group')
- Download Full Lookbook Images [HERE](#)
- Press samples available on request.

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About Elm Lifestyle:

Elm Lifestyle is an Australian fashion brand known for its relaxed silhouettes, vibrant colour and easy, feel good style. Designed for comfort and confidence, Elm offers clothing that fits seamlessly into everyday life, encouraging self expression through playful palettes and approachable design. Part of the Stage II Group portfolio, Elm Lifestyle is proudly stocked in more than 600 retailers across Australia and New Zealand, including over 300 independent boutiques.

About Stage II Group

Stage II Group is an Australian owned fashion and lifestyle apparel company founded in 2003, with roots in a home garage in Geelong, Victoria. Today, the Group designs and distributes more than ten men's and women's labels including Elm Lifestyle, All About Eve and Silent Theory. It remains committed to local design, innovative manufacturing and trend forecasting, and its products are stocked in over 600 retailers in Australia and New Zealand.