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Meet the mother-daughter duo behind this season's must have occasionwear label



Mother-daughter duo, Bernadette and Charlotte De Geyter

By [Charlie Gowans-Eginton](#), SENIOR FASHION EDITOR
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Bernadette and Charlotte De Geyter, the mother-daughter duo behind new Antwerp fashion label Bernadette, share their wardrobe secrets...

Q. How did you come to launch a fashion label together?

A. Bernadette: I was always into fashion, so I was always busy mixing and matching different styles. I have four older brothers, so from a very young age I took their coats and put them with a feminine dress - I like the combination of them. We always had an idea to do something together but Charlotte went to London after graduating for an internship at Simone Rocha, and after six months she called me and said, 'mum, I think I'm ready to do something together'.

Charlotte: I was raised by a single mum so she basically took me everywhere; since I was a little girl I've been exposed to the most beautiful brands. In Antwerp I studied fashion at the Royal Academy so it's a big part of my life. I never used to wear floral or dresses: I used to wear black trousers and white T-shirts, so for me it was a challenge to design prints and dresses that I would wear. That's why the prints I draw are never too busy, more minimal - I love to design with colour that's not too busy.

Q. Can all women wear bright colour?

A. Bernadette: I Bernadette: I don't think everyone looks good in every colour, but there will always be a colour for you. You have to try them on.

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Charlotte: I don't really like the rules around colour, for example that some women only wear 'fall' or 'spring' colours.

Q. Is there anything you'd never wear?

A. Bernadette: In our label, we have short dresses - that's one style that, for the moment, I won't wear. Otherwise I wear everything, but I will wear it differently to my daughter.



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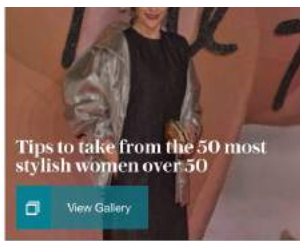
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Q. What did your mother teach you about style?

A. Charlotte: I feel like my mum has always experimented a lot, and she was never scared to wear anything.

Q. What are your go-to brands?

A. Bernadette: I love Italian brands; I've always been a fan of Prada and Miu Miu, especially the shoes for the quality, the colour, the femininity. But also, from Antwerp, I love Dries van Noten for very good coats and shoes. I have a lot of them and they go well with our dresses.

Charlotte: I like discovering young brands like Jacquemus, and the other day I bought a dress from Molly Goddard.



Bernadette (right) and Charlotte Elie Geyter

Q. What are your wardrobe staples?

A. Charlotte: I think you need to have those key pieces, that perfect coat, perfect pair of shoes, perfect dress for when you have an occasion.

Q. What's your approach to shopping?

A. Bernadette: I try to buy designer, because I think it's a good investment. Clothes are also a good souvenir. You buy it, and then you can give it to your daughter - that's my intention.

Charlotte: I tend to only buy something when I need it and I feel like I don't have it yet. I won't buy anything just because I think it's pretty. I love to invest in something that's more expensive and buy less.



Bernadette printed dress, £655, [Net-a-Porter](#); Jewelled earrings, £59, [Uterque](#); Prada metallic mules, £490, [Browns Fashion](#); Checked blazer, £59, [M&S](#)

Q. Do you share clothes?

A. Bernadette: We used to.

Charlotte: She doesn't want to do that anymore because I don't give them back. She knows that once I wear something of hers I fall in love. My mum has a lot of Ralph Lauren clothes from when she worked there

as a buyer: they're really cool again now. So I'm really happy because we're the same size. And she's very tidy so everything is in perfect condition.

Bernadette: Charlotte wears a 35 shoe, and I wear a 37 - we have small feet. I used to wear a 36, and she took my shoes then.

Q. What are your staple accessories?

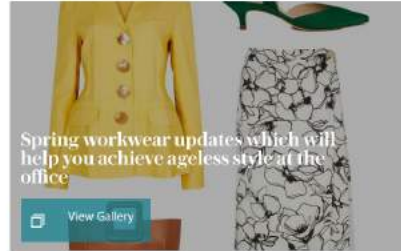
A. Charlotte: My mum has a lot of shoes, and 90 per cent of them are pink. I'd wear black shoes or sneakers.

Bernadette: I like to wear our dresses with big earrings, and I try to have a bit of fun with the shoes, like fluffy shoes from Miu Miu.

Q. What style advice would you give?

A. Charlotte: Don't overthink it.

Bernadette: Keep it easy and simple - and comfortable. I think it's very important that you feel good in your clothes, that you feel confident and feminine.



Q. What jewellery do you wear every day?

Charlotte: I had two ear piercings done when I was 18, I think, and I fainted - they gave me a lollipop with my legs in the air! Now I have three in each ear. And then my mum followed and now she has more piercings than me.

Bernadette: No - I have four in one ear, two in the other. It's because I find a lot of very nice earrings and then I say okay, I need another hole.

Charlotte: We love having our own jewellery made in Antwerp. I found this blue stone when I was in Thailand on vacation, and then in Belgium we had a necklace made up of it.

Q. What's your beauty routine?

Q. Bernadette: We like to be natural. I have oxygen facials once a month: I need that moment. I go to a friend of mine near Antwerp; I've known her many years and I say, 'you have to take care of me because I feel tired!' And sometimes I wear a bright red lipstick, because I think that looks very fresh.

Charlotte: I love using products that give a lot of glow. I've been using Kenzo Cream with a Sheen (kenzoparfums.com) since I was 15 years old. I'm very loyal. I love products from Dior and Chanel. I use clear eyebrow gel and eyelash gel, but not mascara, because my hair is so light.

Bernadette: And we go to the hairdresser together, because then we don't lose time - we can still work!

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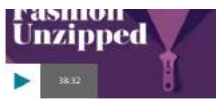
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