

MOM
SISTER

TEALE COCO

MOM STER

BIOGRAPHY

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Teale Coco is a Self-titled brand owner, designer, international model, photographer and entrepreneur. After completing her bachelor degree in Photography (major commercial, minor fashion) Teale moved into modeling internationally, now being represented by 5 countries world wide, only to start her self titled fashion label at the end of 2013. Not only is Teale site model, but she also shoots and edits all of 'Teale Coco' lookbooks and editorial images.

Influenced by Fetish, The Occult, Anatomy, Spirituality and Runway, Teale strives on creating unusual and liberating designs that empower all those who wear them.

Teale states, " I am looking to create unique, quality garments that specialize in exclusivity and empower the wearer. unusually elegant form fitting designs that cater to the underworld of dark, sensual, tailored garments that can be styled hundreds of ways. My designs are liberating, dominate statement pieces that are not defined by sex or body size"

BLACK IS THE NEW BLACK

Teale Coco draws influences from what lies within us: sexuality, human anatomy, occultism, spirituality – combined with the beauty beyond our bodies: high fashion, subculture, fetish, to promote unique beauty in every form, creating powerful statement pieces that EMPOWER the wearer. Genderless, powerfully sexual, form-fitting and flattering, our designs allow you to choose the message they send dependent on your look, mood and attitude.

MOM STER

**PRESS &
SOCIAL MEDIA**

Model/Provocateur Teale Coco Is Bound to Be Sexy

By Team Playboy.com
June 5, 2017



In her Instagram bio, Teale Coco, 25, describes herself as a model, designer, photographer and "BO\$\$ BITCH," but you'll get a better sense of what she's all about by scrolling through her photos. In some of them, the self-proclaimed "evil angel" resembles a dominatrix, but in others she poses in nature, looking more like a wood nymph. The real Coco is somewhere in between. She has 175k followers on her personal Instagram, @tealecoco and 160k on the account she runs for her eponymous clothing company, @tealecocothebrand, a line primarily of harnesses, garters and chokers as surprisingly wearable as they are dangerously wicked. As a result, Coco, who proves what you see isn't necessarily what you get, will probably elicit bewilderment from anyone who has trouble with stark dichotomies. Originally from Australia, she lives in Los Angeles, but is currently in New York for a month and a half to do some modeling.

What inspired you to start Teale Coco, the company?

I started university, or college as you call it, when I was 17. I was doing my Bachelor's degree in photography. I had no desire to do any modeling, but I was scouted by an agent when I was shooting some fashion models. He suggested that I join the agency. I said no initially, but after a while I was persuaded to try it. You know, why not? As a model, I started traveling internationally, but I decided I needed something a bit more mentally stimulating, and business was something I was very interested in.

Back in 2012, when I first started my designs, I had 8,000 or 10,000 followers on Instagram. The initial designs were not adjustable, they were just design concepts, but they got a huge response from people. At that point, I had no training in fashion or manufacturing or production, but I did know how to draw designs. With the money I made from modeling, I started my own company. I found someone to work with very closely who knew my whole concept of empowerment and what I wanted to do with the designs. We came up with the idea of adjustability in 2013, so that's when our first adjustable accessories came out. Within a year, my brand went to 100,000 followers. It was just huge. I wanted to cater to the different, the abnormal, the people who don't fit in—and the people who do—and empower people in their own decisions and choices.



Do you have any help running your Instagram accounts?

I run everything myself. The brand Instagram is purely a fashion label. My personal page is for my work, my personal life, my modeling shoots, other things I do, and my creative direction. It's more about self-motivation and mental health. I do work with other artisans and designers around the world, but I don't do paid posts. I only work with people I want to work with, who I really respect as artists, and whose stuff I think needs to be seen.

On Instagram, you often pair fierce-looking images with personal, sensitive captions. Can you talk about that contrast?

People need to see others' weaknesses. My designs are very dominant, but I am in fact a submissive person in the sense of my personality and my emotions. I can be dominant, but with these designs, people can be soft, too. That's why we have the dusted pink collection. When I present myself like this, I like to add notes that I have a strong style and I look scary to some, but the fact is, I am an evil angel. I'm soft on the inside, and I'm very spiritually inclined.

Has Instagram's anti-nipple policy affected what you post? In some of your photos, it looks like the nipples have been Photoshopped out.

I quite like the visual aspect of the removal of the nipples, because it makes people question what it really means to be sexual and sexualized as a woman. Having a petite frame and small breasts, once I remove my nipples, it's hard for people to distinguish if I'm a man or a woman. It's very androgynous. The censorship on Instagram is annoying, but I don't mind having to remove the nipples. I think it's a shock factor to that whole censorship system. I've only ever had maybe 2 or 3 photos removed.

Why were those ones taken down?

Sometimes I cover the nipples with emojis or something, and the emojis will be too small, and people will think that they're nipples and report them. In general, when your photos get high exposure, people hate and report things—but that's only happened a couple of times, because the majority of my followers, 66%, are women.

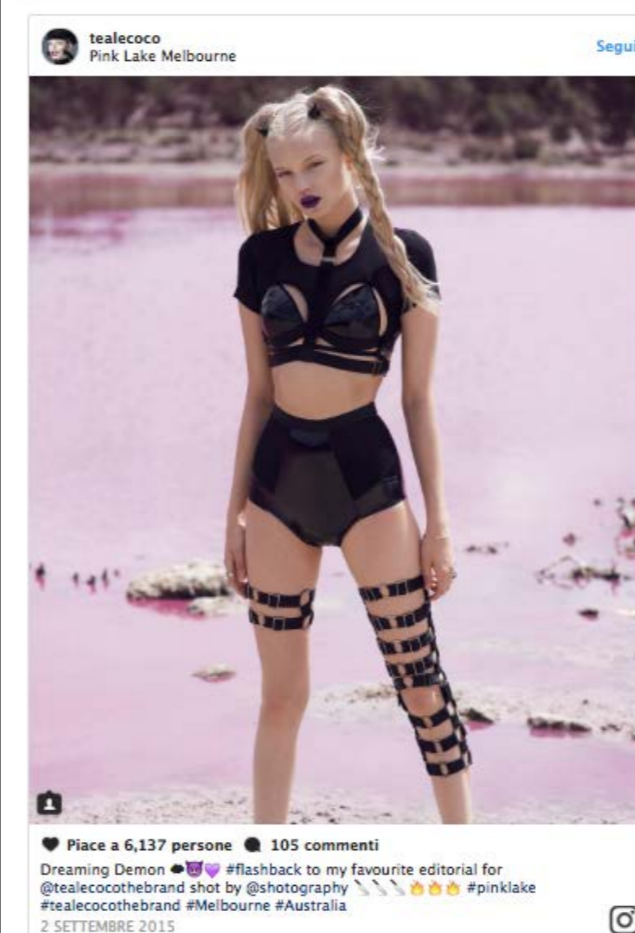


What are a few Instagram accounts that you find inspiring?

Michael Hussar (@michael_hussar) is a painter friend of mine who I work with regularly doing live nude drawings. He's someone I've looked up to since I was in school, and he's a big inspiration for my work and style. Teratology (@teratology) is a makeup artist with her own personal style of "cut out" makeup that she makes by hand. Ellen Sheidlin (@sheidlina) is a Russian artist and creative director. She does great visual imagery that is out of this world. Stuff like that really catches my eye. I'm not really into the blogging or the showing off or the egomania of Instagram. I'm more interested in people's art and self-expression in a creative way.

What's something your Instagram followers may not realize about you?

Sometimes people think I listen to goth music and metal, because I have a dark style, but that's not true at all. I listen to hip-hop music. I don't follow any underground, bondage, hardcore or any scene like that. Other than that, people can believe whatever they want really. The whole point of art is that there is no right answer, you know? It's everyone's own interpretation.



VOGUE

Hart und zart: Wie junge Designerinnen "Fetisch" in den Mainstream bringen

04. April 2017 **MODEPHÄNOMEN** Sie sind jung, gutaussehend und stellen Accessoires her, die noch vor Kurzem ausschließlich in Erotikshops erhältlich gewesen wären. Nicht zuletzt Instagram hat einer Riege von Designerinnen zu Erfolg verholfen, die Fetischmode mit girly Charme vermischen und damit einen neuen Trend hervorbringen. Ein Blick auf ihre Geschichte verrät viel darüber, wie Mode in Zeiten von Social-Media funktioniert



© Tealecoco via Instagram

Vielleicht ist es der Kontrast, der das Ganze so aufregend macht. Mit ihren weißblonden, akkurat geschnittenen Haaren und dem puppenhaften Gesicht entspricht die Australierin Teale Coco nicht gerade der klassischen Vorstellung von einer Person, die Ledergeschirre und Choker – also Halsbänder – mit Sklavenringen herstellt. Doch diese Klischees scheinen ohnehin längst überholt. Seit dem vergangenen Jahr kann man in der Mode einen Trend beobachten, der in vielerlei Hinsicht eine Besonderheit darstellt: Fetisch. Seit den 70er-Jahren gehören Fetisch-

Anleihen auf den Laufstegen der High-Fashion, bei Designern wie Vivienne Westwood, Jean Paul Gaultier oder – als neuestes Beispiel – beim französischen In-Label Vetements zum festen Repertoire. Hier traute man sich schon lange an Korsette, geschnürte Overknee-Stiefel aus Lackleder oder Bondage-Riemen heran.

FETISCH UND FAST-FASHION

Neu ist allerdings, dass solche Anspielungen auch im Angebot großer Modeketten auftauchen, die ein breites und zumeist sehr junges Publikum bedienen. Wer beim britischen Onlineshop Asos das Suchwort "Halsband" eingibt, erhält inzwischen beinahe 1.000 Treffer. Besonders häufig sind dabei jene Modelle: lederne Bänder, vorne durch einen metallenen Ring zusammengehalten. Ursprünglich dienten sie in der Fetisch-Szene als Erkennungszeichen unter Gleichgesinnten. Im September 2016 kooperierte der Retailer & Other Stories mit der New Yorker Lederdesignerin Zana Bayne, und brachte eine Kollektion von Harnischen (Ledergeschirren), Miedern und Korsagen heraus, die innerhalb kürzester Zeit ausverkauft war. Kleidungsstücke und Accessoires aus nassglänzendem Lackleder fanden sich außerdem bei H&M oder Zara.

Was früher vielleicht noch entrüstete Blicke hervorrief, hat sich heute in der Alltagsmode etabliert. Eine entscheidende Rolle bei dieser Entwicklung spielten dabei die sozialen Netzwerke, durch die sich die Art und Weise, wie Trends entstehen, wie wir Mode konsumieren und leben, stark verändert hat. Die Plattform Instagram mit mehr als 600 Millionen Nutzern hat daran einen besonders großen Anteil. Sie ist zum Tummelplatz für Subkulturen geworden. Denn wo ließe sich ein spektakulärer Stil besser inszenieren als in einem Netzwerk, das allein auf Bildern beruht?

TEALE COCO – EINE DIGITALE ERFOLGSGESCHICHTE

Wohin das führen kann, zeigt die Geschichte von Teale Coco. Mit ihrer dunklen Ästhetik, ihrem Interesse für Okkultismus und ihrem speziellen Kleidungsstil sei sie in ihrem Umfeld schon immer aus der Reihe gefallen, sagt sie heute. Aufgewachsen ist die 25-Jährige im sonnigen Melbourne. Wenn sie in schwarzer Kleidung und mit rot geschminkten Augen auf die Straße trat, folgten Coco irritierte Blicke. Sie ging einen Weg, den viele Teenager Mitte der 2000er-Jahre beschritten, die sich von ihrer Umwelt nicht verstanden fühlten. Sie meldete sich auf Myspace und der Blogging-Plattform Tumblr an. Das heute fast vergessene Myspace war zu dieser Zeit ein Facebook der Exzentriker. Ein Sammelbecken für Menschen aus dem Nachtleben, Künstler und solche, die es gerne werden wollten. Besonders die sogenannten "Club Kids" hatten es Teale Coco angetan: junge Menschen, die aufgrund ihres besonderen Stils dafür bezahlt werden, auf Partys zu erscheinen.

Für Coco, die damals noch Fotografie studierte, wurden sie zu Helden. Sie begann, zu Hause in ihrem Zimmer für sich und ihre Freunde Kleider zu nähen und eigene Accessoires herzustellen. Von dem ersten Harnisch, der auf diese Weise entstand, postete Coco ein Foto auf Tumblr. Es wurde mehr als 100.000 Mal geteilt. Plötzlich erhielt sie Kaufanfragen aus der ganzen Welt. Die Studentin ließ sich von der Welle der Begeisterung mittragen. Sie rief ein eigenes Label ins Leben, das ihren Namen trug. "Ich hatte keine Ausbildung in der Mode, aber ich konnte zeichnen und ich wusste, was mir gefällt." Die Autodidaktin engagierte eine Näherin, die mit ihr zusammen Harnische und Choker fertigte. Nicht aus Leder, sondern aus Satin in Schwarz und Rot und – das ist entscheidend für den weiteren Verlauf der Erfolgsgeschichte – in Pastellfarben. Wenig später kam die App Instagram auf den Markt. Coco erstellte ein Profil. Es sollte ihr Durchbruch werden.



Für Designer wie Teale Coco gibt es keinen besseren Ort als Instagram. Nirgendwo lassen sich Mode und Accessoires so gut in Szene setzen wie hier. Coco brachte einen entscheidenden Vorteil mit: Schon zuvor hatte sie als Model gearbeitet. Um ihrem Label zu Erfolg zu verhelfen, reichte es aus, sich selbst in ihren eigenen Designs zu fotografieren. Heute folgen ihr auf dem Account @TEALECOCOTHEBRAND 144.000 Menschen, ihr privater Account zählt 164.000 Follower. Teale Coco ist damit kein Einzelfall. Sie gehört zu einer Gruppe junger, weiblicher Designer, für die Social-Media-Postings der Startschuss für ein eigenes Label waren. Anzeigen schalten sie nicht, ihre Designs bewerben sie ausschließlich in den sozialen Netzwerken, bevorzugt auf Instagram. Fast immer treten sie dabei als ihre eigenen Models auf. Die stilistische Bandbreite, die solche Labels bedienen, ist breit. Sie füttern spezielle Nischen, bieten Produkte, die man vor nicht allzu langer Zeit entweder selbst herstellen oder nach denen man lange suchen musste. Viele dieser neu entstandenen Marken sind von Klassikern der Fetischszene inspiriert: Choker, Harnische, Bondage-Riemen. Allerdings neu interpretiert.

HART & ZART: FETISCH IN BABYROSA

Beim Label "Teale Coco" erscheinen sie in zartem Rosa und Hellblau. An der Vorderseite von Chokern sind große, funkelnde Kristalle eingearbeitet. Zwar gibt es im neu erstellten Onlineshop dieselben Designs auch in klassischer Ausführung. Doch den größten Erfolg und die meisten Instagram-Likes bringen jene Stücke, die Erotik mit einem mädchenhaften Charme verbinden. Sie brechen mit den üblichen Sehgewohnheiten. "Ich habe mich immer beiden Seiten verbunden gefühlt, der Dunkelheit und dem Licht, dem Bösen und dem Guten", erklärt Teale Coco. "Meine Mutter hat mich als Kind 'Evil Angel' genannt, weil ich das Gesicht eines Engels hatte, aber ständig Unfug angestellt habe." Für sie habe es sich deshalb ganz natürlich angefühlt, in ihren Designs beides zu vereinen: "Stark und sexy, aber auch sinnlich und zart. Das gefällt besonders den Leuten, denen die klassische Fetisch-Ästhetik zu extrem wäre", sagt die Designerin. Sie selbst habe früher oft versucht, Kleider und Accessoires in Erotikshops zu finden, doch die Verarbeitung sei schlecht und die Materialien billig gewesen. Die Marke "Teale Coco" steht deshalb auch für den Versuch, tragbare, hochwertige Stücke zu schaffen, die im Alltag getragen werden können.

Ein ähnliches Konzept verfolgt die 25-jährige New Yorkerin Yeha Leung. Auch ihr Label "Creppyyeha" hat seinen Ursprung auf Instagram. Und auch bei ihr gibt es Fetischware in Pastellfarben zu sehen. Oft sind metallene Verbindungsstücke wie Herzen geformt. "Es ist eine nie versiegende Quelle an Möglichkeiten Dinge zusammenzubringen, die als gegensätzlich wahrgenommen werden, und ihnen eine neue Richtung zu verleihen." Nach ihrem Modedesign-Studium machte sich Leung selbstständig. Seitdem stellt sie Harnische und Choker her, die von Popstars wie FKA Twigs und Azealia Banks getragen werden. Junge Designerinnen wie Yeha Leung und Teale Coco füllen mit ihren Labels eine Lücke im bisherigen Modemarkt. Ihre Entwürfe sind weniger explizit, dafür aber umso modischer. Der Effekt? Menschen, die eigentlich keinerlei Verbindung zur Fetisch-Szene haben, können sich angesichts der neuen Möglichkeiten plötzlich vorstellen, einen Harnisch über eine schlichte Bluse zu ziehen.

Hinzu kommt, dass für Designerinnen wie Yeha Leung und Teale Coco – beide gehören zu den sogenannten "Millenials", also der Generation, die mit dem Internet aufgewachsen ist – der Umgang mit Social-Media eine Selbstverständlichkeit ist und sie insbesondere die auf Instagram geltenden ästhetischen Ansprüche verinnerlicht haben. Sie treten als ihre eigenen Models auf, machen Selfies in ihren Entwürfen und etablieren damit eine ganz neue Art und Weise, wie Menschen Fetischmode kennenlernen – und zwar nicht mehr durch angestaubt wirkende Schmuddelfotos. So liefern sie neue Impulse: Nicht nur wirkt Fetischmode an ihnen frisch und weniger "angsteinflößend". Sie erreichen mit ihren Fotos außerdem ein völlig anderes Publikum. Coco und Leung befinden sich in ihren frühen Zwanzigern. Ein Großteil ihrer Fans gehört ebenfalls zu dieser Altersgruppe. Gerade diese Generation hat heute einen sehr spielerischen Umgang mit Mode und subkulturellen Anspielungen. Man muss heute nicht mehr zwangsläufig zu einer Subkultur gehören, um deren Codes tragen zu können.

” *Warum nicht heute im Preppy-Chic erscheinen und morgen ein Ledergeschirr anlegen?*

Erstens hat sich die Grenze zwischen modischem Mainstream und Subkultur in Zeiten sozialer Netzwerke obnein aufgelöst. Im Netz hat man heute Einblick in so viele verschiedene Lebenswelten wie nie zuvor. Nichts ist mehr geheim, zitiert werden kann von überall. Zweitens ist (modische) Identität nicht mehr so klipp und klar vorgeschrieben, wie es einst der Fall war. Warum nicht heute im Preppy-Chic erscheinen und morgen ein Ledergeschirr anlegen? Gerade wenn die eigentliche Lebensrealität nichts mit der Fetisch-Subkultur zu tun hat, wirkt sie besonders anziehend. Mode ist ein Spiel, das man nicht zu ernst nehmen sollte und hinter dem keine große Ideologie steckt. Hinzu kommt, dass ein freier Umgang mit (weiblicher) Sexualität das Spielen mit bestimmten Codes überhaupt erst ermöglicht. Wer Accessoires wie Halsbänder oder Harnische trägt, denen in ihrer Grundbedeutung eine submissive Haltung innewohnt, muss sich sicher sein können, dass dies nicht als Schwäche oder fehlende Selbstbestimmung gedeutet wird. "Meine Absichten gehen weit darüber hinaus, ein sexuelles Verlangen zu schaffen oder zu befriedigen. Letzten Endes will ich den Träger stärken, nicht den Betrachter. Der Träger soll die volle Kontrolle haben", sagt Yeha Leung.

Für sie selbst sei es ein Akt der Befreiung, sich in den sozialen Netzwerken so offenherzig in ihren eigenen Designs zu präsentieren. "Eigentlich bin ich sehr introvertiert. Mein auffälliger Stil ist meine Art, mich auszudrücken." Als Leung ihr Label gründete, gab es kein Budget für Models. Die Entwürfe an sich selbst zu zeigen, war eine reine Notwendigkeit. Inzwischen genießt die Designerin die digitale Selbstdarstellung vor ihren mehr als 300.000 Followern. Der Gedanke des "(Female)Empowerment" ist auch bei Teale Coco ein wichtiges Element der Arbeit. "Wir wollen unseren Individualismus und unsere Sexualität frei ausleben", sagt sie über ihre überwiegend weiblichen Kundinnen. Doch auch Männer können ihre Entwürfe tragen. Dank verstellbarer Verbindungsstücke passen sie sich jeder Körperform an. "Es sollte keine Einschränkungen geben, weder durch Geschlecht, Alter noch Konfektionsgröße", sagt sie.



Der Akt, aus der eigenen Online-Berühmtheit heraus ein Label zu gründen, ist bei den jungen "Fetisch-Designerinnen" auch als Rebellion gegen die klassische Modebranche samt ihrem oft noch immer sehr strengen Schönheitsideal zu verstehen. Seit ihren frühen Teenagerjahren hat Teale Coco als professionelles Model gearbeitet. Sie kennt die Branche. Und sagt vielleicht gerade deshalb: "In vielerlei Hinsicht ist die kommerzielle Modeindustrie noch immer voller Beschränkungen. Ich und einige andere Designer wollen uns nicht an ihre Regeln halten. Wir wollen schockieren."

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AUTHENTIZITÄT ALS ERFOLGSREZEPT

In diesem Sinne stellen sich Labels wie Teale Coco und Creepyyeha hinter die "Body-Positivity-Bewegung", die Frauen von unrealistischen Ansprüchen an den eigenen Körper befreien möchte. Ihre Größentabellen reichen von XXS bis XXL, auf den Homepages gibt es außerdem die Möglichkeit, Maßanfertigungen zu bestellen. Durch Social Media stehen die Designerinnen in direktem Kontakt zu ihren Käufern und erhalten unmittelbares Feedback. Ein Blick auf die Kommentare unter dem neuesten Post verrät ihnen ungefiltert die Wünsche und Verbesserungsvorschläge der Fans. Sie kommunizieren mit ihrer Community auf Augenhöhe. Etwas, das den etablierten, großen Modehäusern oft noch immer schwer fällt. Wenn man in einem Wort zusammenfassen müsste, was den Erfolg dieser neuen DIY-Modelabels ausmacht, dann wäre es wohl: Authentizität.

Doch nicht nur das Verhältnis von Designern und Followern ist bei diesen Labels besonders eng. Auch untereinander ist die Unterstützung hoch. Das Selbstbild als "Außenstehende" schweißt die jungen Designerinnen zusammen. Man verhilft sich gegenseitig zu Aufträgen und Kooperationen und schickt sich in den sozialen Medien Komplimente. "Yeha und ich sind in Kontakt, seit wir unsere Labels gegründet haben", erzählt Teale Coco. "Ich denke, es ist wichtig, sich gegenseitig zu unterstützen und nicht gegeneinander zu kämpfen – als Unternehmerinnen, aber auch als Frauen." Ein Großteil der Kontakte dieser neuen Generation von Designerinnen kommt online zustande. "Es gibt so viele Menschen in New York, die meine Ästhetik teilen, die ich ohne Instagram aber niemals kennengelernt hätte", sagt Leung. Auf der Internet-Plattform hat sie ein enges Netzwerk aus Fotografen, Models und "Musen" geknüpft. Die Zusammenarbeit beruht auf Sympathie und einer geteilten Vision, nicht auf Bezahlung. Und aus den gemeinsamen Projekten zieht jeder einen Vorteil.

Die Erzählungen der beiden Designerinnen klingen wie aus einer, im wahrsten Sinne, schönen neuen Welt. Doch schon jetzt steigt das Interesse an ihren Designs, die US VOGUE widmet den jungen Frauen Artikel, bald werden die ersten Angebote großer Firmen folgen. Ob die Solidarität innerhalb der "Fetisch-Community" dann noch immer bestehen bleibt, oder ob sie schlussendlich doch in den kommerziellen Modemarkt eingegliedert wird, bleibt abzuwarten. Doch auch innerhalb der Branche gibt es Veränderungen: "Wenn ich früher als Model gebucht wurde, musste ich mich anpassen. Inzwischen werde ich bei Jobs darum gebeten, mich selbst zu stylen und meinen eigenen Schmuck zu tragen. Der Charakter, den ich darstellen soll, bin ich selbst", erzählt Teale Coco. Es besteht also Hoffnung...

TEALE WITH MARILYN MANSON FOR DAZED AND CONFUSED

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Marilyn wears cashmere knitted rollneck, beaded charm necklace Dior Homme, trousers Marc Jacobs, grills Fangophilia, rings his own, Teale Coco wears leather and tulle dress Diesel, harnesses Teale Coco, gloves Shantene Huxham



L'OFFICIEL ITALIA

DE LA COUTURE ET DE LA MODE DE PARIS

N° 17
Settembre 2016

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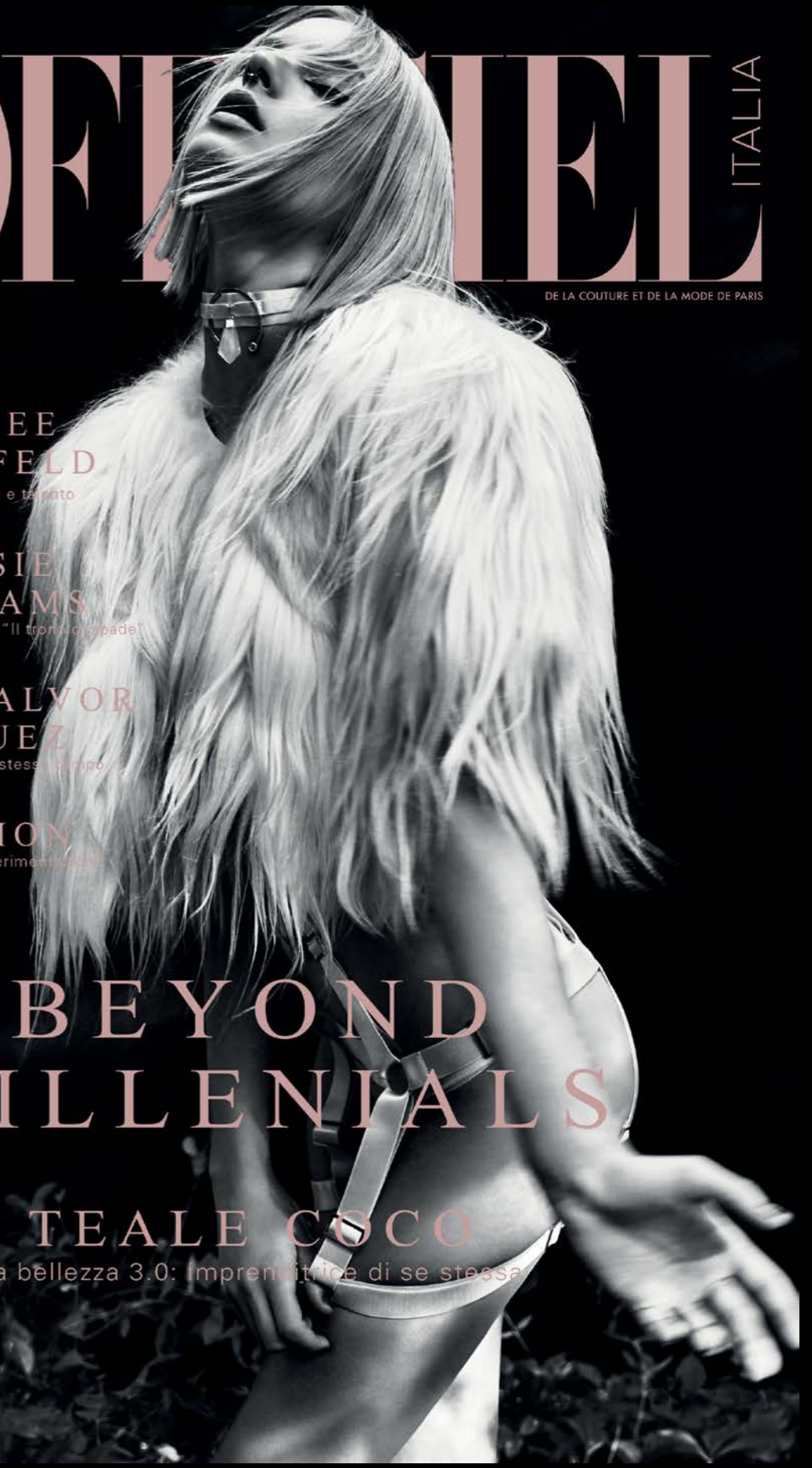
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FASHION
L'eleganza della sperimentazione

BEYOND MILLENNIALS

TEALE COCO

La bellezza 3.0: imprenditrice di se stessa



Teale Coco

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Foto Brandon Mercer



Styling Nicola Formichetti

DI SILVIA VACIRCA

Australiana, 24 anni, modella, gothic lolita, creativa, imprenditrice. «Il senso del potere individuale è la cosa più importante che abbiamo». E infatti i suoi accessori sono «liberatori, forti, empowering»

Cover Story





Creativa, modella, imprenditrice. Teale Coco, australiana, 24 anni, fa tutto al modo dei Millennials. Dice che le viene naturale: «Ho sempre fatto tutto sotto pressione. Chi mi spinge a fare sempre di più sono io. Non penso ci sia nessun altro in grado di mettermi sotto pressione quanto me. So che posso fare di più, so che posso fare meglio e lo faccio. Non mi pongo nessun limite nell'esplorazione della mia creatività. Sento che tanti pensano di non essere in grado di fare qualcosa,

Al modo dei Millennials, non si pone limiti.
«Se pensi di non farcela, va a finire che non ce la fai»

è proprio per quello che non ce la fanno». In particolare, l'idea del suo brand nasce dal bisogno di «creare qualcosa che non si potesse trovare da nessuna parte. Accessori fetish di qualità e indossabili. Non ne potevo più di entrare nei sexy shop e trovare design di scarsa qualità e pezzi immettibili, progettati per giochi amorosi e intimi. Tutto è iniziato con il concetto di queste imbracature fetish di pelle che non fossero limitate a un uso lingerie. La mia visione creativa parte dalle influenze underground di latex, catene e pvc, da trasformare in stili quotidiani e praticabili». E la cosa ha funzionato da subito. Il suo staff è composto da artigiani locali indipendenti (in Australia e in Usa) e studenti di Fashion Design. «Trovo estremamente importante avere uno scambio costante con le persone che lavorano con me. Di solito disegno le mie idee, poi le porto dalle ragazze che mi aiutano a renderle concrete! Non ho mai studiato Fashion Design, ma ho sempre voluto creare i miei vestiti sin da piccola». Come dire, volere è potere. «Non mi sono mai limitata, non mi sono mai detta che non potevo fare qualcosa perché non avevo le capacità tecniche. Non bisogna farlo mai». Teale Coco ha un passato da modella, l'oggetto di moda per eccellenza, un ruolo apparentemente in contrasto con l'attivismo che la caratterizza. «Ero stanca di essere trattata, come dici tu, come un "oggetto di moda", e volevo esprimermi pienamente in modo diverso. Fare la modella mi ha fatto capire che volevo di più dalla vita, che non era abbastanza stimolante mentalmente». E siccome non sopporta l'autorità, non avrebbe mai potuto lavorare per altri se non per se stessa. Teale Coco viaggia molto e

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questo influenza il suo lavoro, ma la parte del mondo le cui culture e tradizioni l'hanno più ispirata è il Giappone. «Il Giappone è parte della mia vita, ho studiato giapponese a scuola per cinque anni, e dopo la laurea finalmente ho potuto visitare questo paese in tutta la sua bellezza, grazie al mio lavoro di modella». Le piace leggere, per "espandere" il cuore, il corpo e la mente. Tra le letture recenti ci sono: "The Hidden Messages in Water" di Masaru Emoto, "If You Have to Cry, Go Outside" di Kelly Cutrone e "The Long Hard Road Out of Hell" di Marilyn Manson. «L'horror e il gore hanno un posto importante tra le mie ispirazioni personali». L'occultismo lo pratica personalmente ed influenza molto il suo stile. «Molti lo associano al maligno, ma non è vero. Lo studio dell'occultismo guarda alla saggezza nascosta, è un modo diverso di vedere chi siamo come persone e come società». E le persone, secondo Teale Coco, hanno davvero bisogno di poter credere in se stesse, di affermarsi. «Il senso del potere individuale è la cosa più importante che abbiamo. È autostima e accettazione di sé, è libertà. Per questo i miei pezzi sono liberatori, forti, "empowering". Indossarli così, senza niente altro, con le loro linee forti e l'ostentazione del corpo umano, non lascia alcuna scelta a chi li porta». Nella consapevolezza che non c'è un corpo

«Il fetish è per tutti? Sì, perché ha a che fare con i desideri. E ognuno di noi ne ha»

solo, ma infiniti. Per questo la taglia è personalizzabile su richiesta. Quando le chiedo se il "fetish per tutti" non sia una contraddizione in termini, mi risponde: «Il fetish è una forma di desiderio sessuale legata a un particolare oggetto, indumento o parte del corpo. È una qualità che in un modo o nell'altro abbiamo tutti. Tutti hanno desideri, e il fetichismo gioca proprio con i desideri». In futuro, le piacerebbe esordire nel ready-to-wear e ci sta già lavorando da qualche mese. Teale Coco sarà anche, ma non solo, abiti, pantaloni e giacche dal design coraggioso, sfidante e sensuale. «Lo styling è libero», dice. «La parte migliore dei miei pezzi è che li puoi indossare come vuoi. Forse, sotto quella noiosa divisa da ufficio, si nasconde uno dei miei accessori».



Blusa e abito a balze di tulle con applicazioni, Nicopanda, harness di satin elastico con interno di velluto, Teale Coco. Nelle pagine precedenti. Abito con top e cintura in vita di pelle e gonna di tulle, stivali di pelle stringati, tutto Diesel Black Gold, harness, Teale Coco. In apertura. Abito di tulle bianco, Molly Goddard, leggings e guanti di lattice, harness e giarrettiere di satin elastico con interno di velluto, tutto Teale Coco, stivali di pelle stringati, Diesel Black Gold. Nella pagina accanto. Body di nastri di satin elastico con interno di velluto, Teale Coco

DUSTED PINK COLLECTION OUT NOW!

TEALE COCO



Meet the Model Bringing Fetishwear Into the Mainstream

JUNE 16, 2016 5:27 PM
by JANELLE OKWODU



Photo: Courtesy of Teale Coco / @tealecoco

As fashion and fetishwear become increasingly intertwined (latex trousers on the runways; leather harnesses worn on the red carpet), designers have continuously strived to incorporate the latter's seedy aesthetic. The latest to combine ready-to-wear design sensibilities with bondagewear? Teale Coco, an Australian model turned designer whose elegant harnesses and chokers have gained a following with celebrities like Skrillex and FKA twigs. Drawing from her gothic personal style, Coco began creating her own fetish gear as a means of creative expression while she traveled throughout New Zealand and Japan for her modeling career. "About a year or two into it I realized [modeling] was not mentally stimulating enough on its own, and I needed to have something else in my life," says Coco, who began posting pictures of the harnesses that she'd made on social media. Requests for sales followed, but she had to make a few adjustments before going into business. "I'm not the best at sewing," says Coco. "I wasn't going to sell those initial pieces, but people were responding to the design and I knew I had the resources to hire someone who could construct them even better than I could on my own."

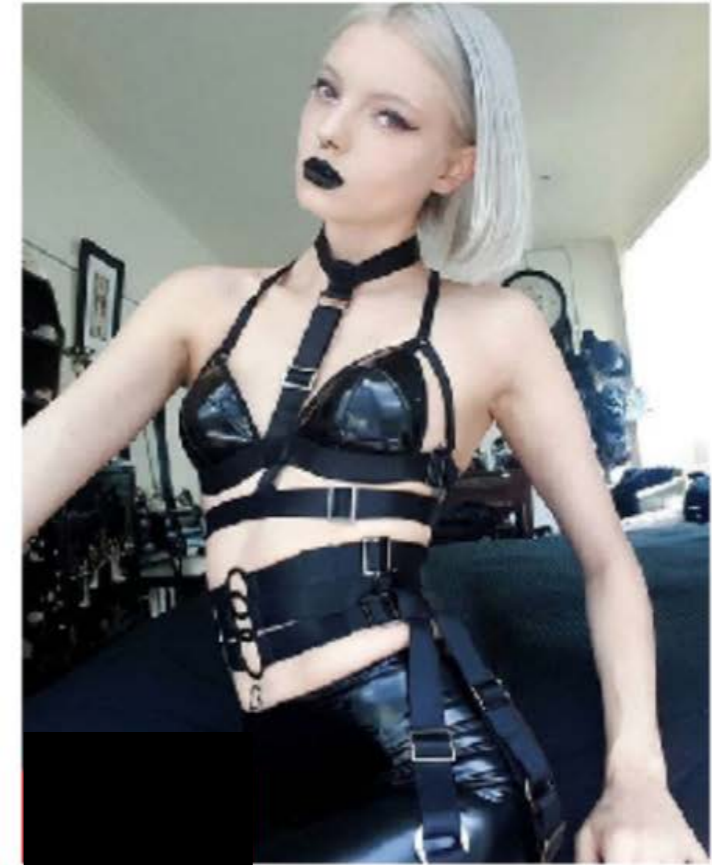


Photo: Courtesy of Teale Coco / @tealecoco

Seeking out a team of skilled local artisans to construct her creations, Coco quickly found herself an entrepreneur. As a trained photographer—she was scouted a year into her photography degree—Coco shoots the brand's look books, manages its social media accounts, and even coded its website, in addition to designing its main product. For Coco, taking the fetish look beyond its origins was as important as keeping her products handmade and in house. "When you go into a sex store, and you see fetish clothes, they're very obviously sex clothes, and they're not very wearable," says Coco. "I wanted to transition the fetish and fashion together, to make accessories and clothing that looked fetish-y but were more wearable and stylized, more than just underwear or lingerie. This has always been my style; this is me. That's why I call it Teale Coco, because this is who I am." The look is one Coco has been sporting since her teen years.



Photo: Courtesy of Teale Coco / @tealecoco

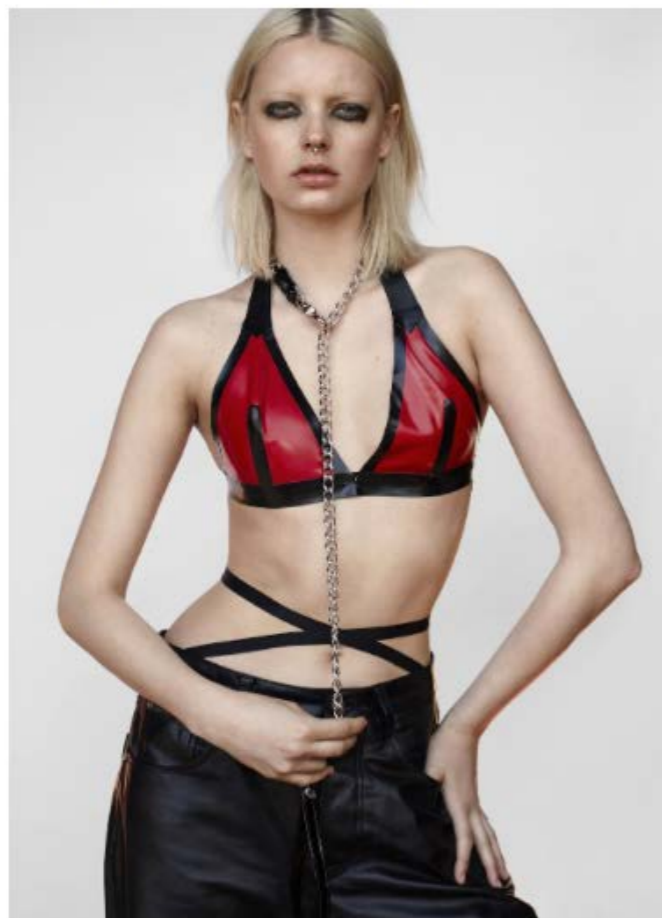
The sexy connotations of U-ring chokers and PVC stockings aren't lost on Coco, but for her, the collection's purpose is less about seduction, and more about embracing the body. "It's always been about no sizes, no limitations. I want to break that barrier that is there when people buy clothes," says Coco. "I get a lot of feedback on the quality and the design, but most of all it's about how good people feel when they put on these garments." On the retail end, the response has been as enthusiastic, with pieces selling out, and fans from across the globe Instagramming themselves in their favorite looks. With the popularity of the harnesses serving as a springboard, Coco plans on taking the line one step further. "What I'm trying to do now is move beyond that niche," says Coco. "Eventually what I want to start doing are dresses, and jackets, and pants, which I've always wanted to do. The harnesses are what took off, and now I want to start incorporating them into clothing." With demand for fetish-inspired looks at an all-time high, Coco stands to tap into a huge market—one in which body chains, BDSM collars, and leather harnesses have all become It accessories—all of which is fine with her, as long her customers continue to feel empowered. "It's all about that confidence," says Coco. "It's being secure about who you are, and your body, and not letting anyone interfere with that. It's about being able to walk out the door and say 'Hey, this is me, I don't give a fuck what anyone else thinks.'"



Photo: Courtesy of Teale Coco / @tealecocobrand

the empowering fetish universe of teale coco

The designer, model, photographer and social media star hopes her label will liberate you



Teale Coco by Ben Simpson

Teale Coco is a young Australian designer making fashionable fetish wear intended to liberate and empower everyone brave enough to wear it. Launched almost two years ago and selling a diverse range of distinctive pieces, from harnesses and underwear to jewellery, the label is a natural extension of its designer. Teale is the striking, long-limbed model wearing her pieces in each shot and, as a trained photographer she's responsible for much of the imagery also. Something of a modern contradiction, with the face of an angel and a 666 tattooed on her butt, Teale and her spiritual bondage-goth creations have garnered a huge following of dedicated fans. We spoke to the prolific all-rounder about her label being for everyone, famous customers and her tendency towards the dark side.

i-D: Having amassed an [oc]cult following online, can you give us a bit of scope on how and where you began?

Teale: I started off with MySpace like everyone else in my generation. I never had a following, just watched and learnt from others who were making it big online. Then I migrated to Tumblr, a place where I could finally save and share all my accumulated images. It wasn't until I got my Instagram account, just over four years ago, that my posts started receiving attention. At the time I was 19 and studying my Bachelor Degree in Photography. I had always been fascinated with portraiture and became particularly passionate about self-portraiture. I never considered myself to be 'model' material - I had black damaged hair, piercings and was considered 'weird' - but taking photos of myself made me feel good and dressing up was half the fun! I am my own artistic outlet.



You work as a model now also?

Not long after that I was scouted by a Melbourne agency. I shaved my head, removed most of my piercings and went back to blonde. So when I finished uni at 20 I worked as a model in New Zealand, Korea and Japan. I had been designing and making harnesses for myself and they were starting to get noticed online. That's when [Teale Coco](#) was born. Once I was back in Australia, I sought out local seamstresses to construct my designs and help me with my huge leap into the fashion industry.

People really respond to your designs.

I started my [@tealecocothebrand](#) instagram and watched as followers flooded to see my strange, fetish inspired designs. After less than a year of opening I was noticing big influencers and celebrities were showing interest. Kat Von D was the first recognizable person to order from me with people like FKA Twigs, Skrillex, Azealia Banks and Christy Mack following. I also have a [personal instagram](#), which isn't far behind in terms of followers, it's exciting.

You promote a participatory culture and preach body positivity across the spectrum. In an industry notorious for catering exclusively to a certain look or size, what prompted you to rebel?

Born a rebel, die a rebel. I have always had a problem with authority and this comes across in my brand. I am fitting *real* people, not sizes. Real people do not come in standard sizes, we are all unique and beautiful. From my perspective, there is something seriously wrong with the fashion industry and what society deems to be normal. I want to help people see the change that is so very clearly in front of their eyes. Being an industry-working model, I see all sides of this industry. It helps me to see what is lacking and how to change that. People feel empowered and sexy no matter what shape and size wearing my designs and that is all I could ask for.

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If bondage and fetish wear are considered synonymous with sexual liberation, how do you see your fashion as a medium to unleash internal freedom?

I was actually surprised by the amount of people who were showing interests in my designs initially; people from all different walks of life. Everyone has a fetish, I am just helping them play with it.

Yet you challenge the stigma that limits fetish wear to a certain subculture, sans the dilution. What is it about the dark side that you're most enamoured with?

I have always been drawn to the darkness because the light is boring. Everything is clear, the darkness leads to mystery, opens up doors you never knew existed.

What wisdom would you impart to other young creatives looking to follow in your footsteps?

Be you! All of you. Never limit yourself to one thing and don't over-plan your future because you NEVER can guess where life will take you. We are all here on this earth with a path, a purpose, a reason. Pursue what makes you happy and don't worry about where it will take you.



What inspires and influences your work?

I am a dreamy Pisces lost in my own reality. I don't know what's real anymore.

Teale Coco Designs Empowering Accessories Inspired By Occultism, Fetish, And Human Anatomy

April 10, 2015 by [Hayley Evans](#)



"Lunar Eclipse" catsuit, "Lucifer" fullbody harness, "Starlight" bloomers, and "Lunar" bralette. Photo: Tasha Tylee | Makeup: Brianna Rourke

[Teale Coco](#) is a Melbourne-based designer, photographer, and international model who has crafted her own dark and fascinating brand of handmade accessories. Inspired by occultism, fetish, and human anatomy, Teale's designs are characterized by powerful statement pieces influenced by occult symbols — such as the [pentagram](#) and [sign of the triple goddess](#) — in addition to [harnesses](#) that mold to the body in provocative ways. As a synthesis of dark themes and alternative culture, Teale's work is a holistic approach to fashion, one that melds personal identity with empowering aesthetics.

"Fashion is art," Teale wrote in a statement provided to *Beautiful/Decay*. "I don't have boundaries with what I create, and I set no limitations. [...] Human anatomy is one of my biggest influences. The shapes, sizes, lumps, bumps, bone, flesh: everything is derived from a natural source — even our technology today was first inspired by the mystery that is nature." And, referring to how her "[Medusa](#)" full leg harness is an evolution of the garter (a time-honored fashion item), she goes on: "I am expanding these traditions and creating something unearthly."

At the core of most subcultural fashion is a dissenting spirit that seeks expression beyond societal norms and limitations. The same energy drives Teale's work as she endeavors to create pieces that foster individual empowerment. Following designer Yohji Yamamoto's perspective on the seemingly paradoxical beauty of black — a "modest and arrogant" "color" that says "I don't bother you, don't bother me" — Teale's versatile pieces are both assertive and romantic, and can be hidden under clothes or displayed over top ([Source](#)). Furthermore, the harnesses are gender neutral and made to adapt to all body types, placing no restrictions on who can wear them. "I want people to love themselves, feel good, wear what they want to wear, and not judge themselves," Teale wrote, explaining how body positivity was important to her project. "It's not about what other people think about you, it's how you feel about yourself — and my designs are here to help liberate you."

Teale Coco the Brand is a passionate project that is destined to go far. In just over a year, after transforming her Etsy store into its own company, Teale's work has gained an impressive, international following. All of the styling, designing, editing, creative direction, makeup, and social media are currently done by Teale herself, with a team of artisans sewing the designs. Check out the brand's [website](#), [Facebook page](#), [Tumblr](#), and [Instagram](#) to learn more.

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TEALE COCO: FASHION TO IGNITE YOUR INNER DEMON

JUNE 8, 2015 BY [DOMINIE LEE](#) [LEAVE A COMMENT](#)



Are you ready to let your inner demon out? Because [Teale Coco](#) has the voodoo for you! Australian fashion line [Teale Coco](#) is an elegant, energized mixture of some of our most devilish desires, and the result is quite delicious. Intricate black harnesses, chokers, and bodysuits inhabit their website, just waiting for a fashion victim to possess. At first glance, these clothes may seem like nothing more than boudoir accessories, but there is so much to them than that.

Started in 2013 by owner and head designer [Teale Coco](#), the brand has grown into an underground phenomenon. With nearly 100,000 followers on Instagram, [TC](#) has created a community/safe haven for the weird and the strange. Their messages include things like “respect yourself” and “forget the rules, if you like it wear it.” And they aren’t just all talk; each [Teale Coco](#) piece is handmade to fit EVERY body type. Thousands of fans around the globe have posted pictures of themselves rockin’ [TC](#) products and it’s clear that they LOVE how they look!



It’s important to understand what an anomaly the brand is in the fashion community. In recent years brands have begun shifting towards accommodating more body types, but it’s still a rare sight. As a whole, it’s just not a “norm” in the fashion world, which is more easily known for its “body shaming”. But that is what [Teale Coco](#) is all about, breaking the rules and empowering ALL of their customers.

[TC](#)’s mission doesn’t stop with inspiring its customers; they are just as committed to stimulating the designers and artists they work with. Their basic practices include pushing their employees to do their best work and encouraging them to challenge the limits of what they know. And whether its young, old, or upcoming artists, [Teale Coco](#) believes everyone deserves some time in the spotlight. There is a massive underground art scene in Australia and throughout the world that they hope to promote through their work and collaborations. Previous collabs have included artisans like [Enchanted Rumors](#), [DeadRinger](#), [Spoken Woven](#), and [Windfall Jewelry](#).

I too have fallen victim to [TC](#)’s spell and reached out to them to learn more about the black magic behind the brand.

[Famous Monsters](#). Can you tell us a little about how [Teale Coco](#) got its start?

Owner and head designer [Teale Coco](#) founded [TC](#) in late 2013, with a design that sparked the fire for her to create a range of harness accessories. Her self-titled label was first created with her original designs of the “COLLAR” and “PENTAGRAM” harness, which she wanted to refine and make wearable by people of all shapes, sizes and sexes.



FM. The garments are obviously very inspired by fetish and occultism, what specifically about these things are significant?

Teale is inspired by the sexual appetite we all hold: everyone has a fetish, we are just playing on these desires. "BLACK IS THE NEW BLACK" is our motto for the site. Black is elegant, sexy, slimming and tells the public NOT to mess with you! We wanted that empowerment to be transferred into our label and occultism is the perfect way to send that message. People only fear the unknown and we want to play with their sense of reality. Are witches real? Would lord "LUCIFER" wear this harness in hell? We are creating stories for are garments so are viewers can feel more connected to the designs.

FM. How has your brand been received by the public?

Generally, the public loves the concept! They are blown away by our "petite" to "plus size" (6-22AUS) fitting harnesses, and that with a simple slide you can adjust the garments to perfectly mould to your figure, no matter WHAT size.

FM. A lot of fashion is very one dimensional, but I definitely feel like **Teale Coco** has something to say to the world. What is that?

F-K THE NORMAL! Be "weird", be "different", be YOU! Wear what you want, play with your sexuality and BE EMPOWERED!

FM. All the pieces are gorgeous, and the harnesses are especially detailed. What are some of the hardest pieces to make? Which ones take the longest?

All of our designs are hand cut and made, so there is a lot of love that goes into each design. The hardest design to cut and put together is our "BLACKMASS" full body harness. This one takes just over an hour to make one (working fast), but none of our designs are straight forward seeing as they have to be adjustable to a large range of sizes.

FM. What are some of your staff's favorite pieces and why?

The staff favorites include the classic "PENTAGRAM" harness, "DEVILS SPINE" harness and our "TRIPLE GODDESS" chokers; they are also some of our best sellers.



Pentagram Harness



Devil's Spine Harness



Triple Goddess Choker

FM. What advice do you have for artists/designers trying to make their ideas a reality?

If you have a good concept run with it! Always make sure to trial and error your designs with the public and see what works. Most of all, if you approach everything you do with LOVE and TRUTH, you can manifest your dreams to reality.

FM. Where do you see **Teale Coco** in 5 years?

We hope to see TC develop and emerge into something even more beautiful. We have A LOT more work to do on exciting ideas coming up, so we like to focus on the here and now!

If you're feeling a little adventurous, take some time to browse their [website](#) or [Instagram feed](#) (be prepared for some risqué photos) and appreciate what they have accomplished for their fans. I will continue to follow their progress and cannot wait to see what they have in store for the future!



Website:

tealecoco.com

Instagram:

[instagram.com/tealecoco/](https://www.instagram.com/tealecoco/)
[instagram.com/tealecocothebrand/](https://www.instagram.com/tealecocothebrand/)

Facebook:

[facebook.com/tealecocothebrand/](https://www.facebook.com/tealecocothebrand/)

Twitter

twitter.com/Tealecoco

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