



Images courtesy of Amrit Tietz's Instagram.

DROP THE *BEAT*

BY WAY of PERTH, the ZIMMERMANN shop floor, DUA LIPA and CHARLI XCX, New York AUSSIE transplant AMRIT TIETZ today finds HERSELF an IN-DEMAND DJ on the FASHION events circuit

words TESS DE VIVIE DE RÉGIE

IN JUNE LAST YEAR, when Zimmermann opened a boutique in St. Barths, they threw a very lavish, star-studded two-day party on the island playground. Founders Nicky and Simone Zimmermann were flanked by numerous friends of the house, including Isla Fisher, Bambi Northwood-Blyth and Melissa George, to celebrate the brand's first Caribbean bricks-and-mortar presence. And they tapped Amrit Tietz, a New York-based DJ originally from Australia, to soundtrack the beachside affair. "[It was] very collaborative," recalls Tietz. "They had me soundtrack different moments in the itinerary, from the welcome dinner to the beach party."

The gig was particularly momentous for Tietz who, a decade earlier, worked in Zimmermann's Mercer Street store as a sales assistant after moving to New York in 2012. "It was such a full-circle moment," she remembers of the St. Barths event over video call from her apartment in Brooklyn's Park Slope neighbourhood, where she lives with her husband, Jon Tietz, a fashion editor-turned-founder of luxury slipper brand Lenys World, and their two-year-old daughter, Frankie.

These days, Tietz is a sought-after DJ at some of the city's buzziest fashion parties and runway shows as well as an influencer, with a 146,000-strong following on Instagram and campaigns with brands like J.Crew and Uniqlo. The week before our call, she was on the decks at UNICEF's December 3 Giving Tuesday gala, headlined by The Beach Boys – an opportunity, she admits, beyond the wildest dreams of her 12-year-old self.

In June last year, she soundtracked the opening party of Australian fashion brand Venroy's first American pop-up in SoHo, New York and then, in September, a Paris Fashion Week pop-up staged by another Australian label, L'Idée Woman, to celebrate its Resort 2025 collection. Previously, she played at Prada's Art Basel YoungArts cocktail party in Miami in December 2021; in July 2023, she deejayed at Miu Miu's Summer Club at the Malibu Pier, where attendees included Gigi Hadid, Halle Bailey and Brie Larson; and that

October, deejayed at a celebration in LA for Prada's first foray into lab-grown diamonds, as part of their Eternal Gold jewellery collection.

"Prada is always an elevated and glamorous affair," notes Tietz. "Music-wise, it's an eclectic mix. Their guests are typically open to sounds they perhaps haven't heard, so I get to have some fun. It usually ends in a pretty rambunctious dancefloor."

Tietz was born in Perth, the eldest of two sisters. "Mum is a law professor and my dad owns a real estate company," she explains. "I was kind of the only one who was creative; they're all very academic."

She began a degree in economics at the University of Western Australia, but her true passion lay elsewhere. She switched to studying music theatre at WAAPA, the prestigious Perth-based performing arts academy which counts Hugh Jackman and Frances O'Connor as alumni, and after graduating with a degree in music performance, took the leap and headed to the Big Apple. "I was so drawn to New York. I had been [there] on holiday, and it felt like home to me."

After her stint on the Zimmermann shop floor, the move allowed Tietz to pursue her dream of a career in music. "I was fascinated by how music interacted with the fashion and entertainment space," she says. After some early gigs in decidedly unglamorous venues, she began deejaying alongside Canadian rapper Tommy Genesis, who toured as a support act for Dua Lipa and Charli XCX. "She [Tommy Genesis] made me a very visible part of her brand," recalls Tietz. "When Marc Jacobs would fly us to Bali to perform or we would play a festival like Pitchfork Music Festival Paris, they'd book me [too]."

At the time, Tietz was director of talent and engagement at the now-defunct creative talent agency Starworks Group, where she managed the influencer marketing department, working with Marc Jacobs and Opening Ceremony. "I had a full-time job, because deejaying was not paying the bills for a long time," she laughs, noting that the role afforded her networking opportunities for her music side hustle. Her

persistence paid off and she was eventually well placed to pivot into music full time.

When it comes to crafting soundscapes for brands, there's no blueprint that Tietz adheres to. "It's really case by case," she says. She cites her work with Maria McManus, a New York-based Irish fashion designer who is stocked at Nordstrom and Goop; Tietz has now been curating the music for her New York Fashion Week shows for three seasons. "It's a collaborative process," she says. "She'll send me her mood board and references for the collection. I'll send her a [playlist] and she [picks out] songs she likes. I build it out from there."

"Sometimes designers will be like, 'I'll let you take the lead on this' and send me two or three photos. Or they'll send me a thousand references and a playlist of 500 songs and ask, 'Can you do an edit of this?'"

It's a career that requires agility amid chaos. "I've had experiences during Fashion Week where I've showed up on the day and the designer says, 'Let's change everything – I'm not into this opening song anymore,'" says Tietz. "Or it's raining, or we need to move the venue, or the performer hasn't arrived yet, so [I] have to kill another hour [deejaying]. You really need to go with the flow."

In October 2024, Tietz co-founded Spread The Jelly, an online platform celebrating the "messy, ever-changing, jiggly core" of parenthood. "The road to motherhood can be very sticky and we wanted to talk about it," says Tietz, who has been open on social media about her experience of two miscarriages. "It's been a very fulfilling project."

While ensconced in her adopted city, Tietz remains passionate about Australia's homegrown creative scene, both its music and fashion. "[Australia's] point of view is so unique because we are isolated from everything," she offers, citing musical "pioneers" like Tame Impala, Flume and Troye Sivan, and brands Christopher Esber, Poppy Lissiman and Discount Universe. "You really do get things that haven't been influenced by anyone else." HB