

**LONDON
FASHION
WEEKEND**

BROUGHT TO YOU BY



**THE VODAFONE LONDON FASHION WEEKEND
DIGITAL MAGAZINE**

ISSUE 02

THE EDIT

**PACKED WITH FASHION
FOR THE FASHION PACK**

THE INSIDER ISSUE

Welcome to the second issue of **The Edit**, the **Vodafone London Fashion Weekend digital magazine**. Packed full of fashion, trends, designer interviews and information about London's must-attend consumer fashion event, The Edit will be keeping you updated in the run up to September's big weekend.

This issue we'll be giving you a preview of the designers we've got confirmed plus interviews with the people who make **the Vodafone London Fashion Weekend** what it is.

First up, we managed to grab a coffee with British Fashion Council, Chief Executive, Caroline Rush. In **Eat, Sleep and Work Fashion**, we interview the team behind the event itself to see how fashion informs both their careers and style choices. And in **My Style Roots**, we talked to people like you – stylish attendees of **Vodafone London Fashion Weekend** – to see how the capital's style informs their personal look whether they're at home or abroad.

DESIGNERS CONFIRMED

ALMOST FAMOUS ANTIPODIUM BY MALENE BIRGER DKNY JEANS BLANK OLIVIA RUBIN PETER WERTH FRENCH SOLE



ALMOST FAMOUS



BY MALENE BIRGER



*THIS SEASON'S
VODAFONE LONDON FASHION WEEKEND
IS ALREADY SHAPING UP TO BE ONE OF
OUR BEST EVER WITH MANY DESIGNERS
CONFIRMING EARLIER THAN USUAL.*



FRENCH SOLE



OLIVIA RUBIN

**CLICK HERE
FOR THE FULL LIST**

And to receive real time updates
as more and more designers
confirm their attendance.

A portrait of Caroline Rush, Chief Executive of the British Fashion Council, standing outdoors in front of a cityscape with a river and a bridge. She is wearing a black blazer over a black and white patterned top.

OVER COFFEE WITH BRITISH FASHION COUNCIL'S CHIEF EXECUTIVE, CAROLINE RUSH

We caught up with British Fashion Council's Chief Executive, Caroline Rush, over a skinny latte to find out about her vision for Vodafone London Fashion Weekend and why this season's going to be bigger and better than before.

CURRENT ROLE

Chief Executive of the British Fashion Council.

RESPONSIBILITIES

Maintaining and enhancing the UK's reputation as being global innovators in fashion design and promoting the UK fashion industry to a global audience and assist designer businesses to develop and grow.

KEY ACHIEVEMENTS

Played a key role in attracting brands such as Burberry and Pringle of Scotland and designers such as Antonio Berardi and Jonathan Saunders to show in London.

25th Anniversary legacy projects include BFC/Vogue Designer Fashion Fund, BFC/Bazaar Fashion Arts Foundation, BFC/ELLE Talent Launch Pad Balancing a busy career in fashion with an even busier role as mother to Lana

BACKGROUND

18 years experience in Marketing and PR, providing consumer and corporate communications for the fashion, music and lifestyle sectors.

Managed own PR business for five years, delivering strategic communications and full press office function for the British Fashion Council.

OUT OF HOURS

Caroline, 40, lives in Wimbledon with her husband, Matthew, also 40, daughter, Lana, 15.

CAROLINE, CAN YOU TELL US A BIT ABOUT THE BRITISH FASHION COUNCIL (BFC)?

I'd be happy to. The British Fashion Council (BFC) was founded back in 1983. It aims to showcase British designers and develop London's position as a major player in the international fashion arena. As a result of our work, London Fashion Week ranks alongside New York, Milan and Paris as one of the 'Big Four'.

And just as London Fashion Week showcases our design talent to the trade, Vodafone London Fashion Weekend showcases it to the consumer and is a key platform for promoting the very best of our designer talent.

In addition to this, we work behind the scenes in a number of vital ways to support the fashion industry. Through our BFC Colleges Council initiative, we form a link between the industry and fashion graduates from the UK's leading colleges. Meanwhile, thanks to a series of important sponsorship schemes including the MA Scholarship, NEWGEN and Fashion Forward, we are able to provide support to emerging British fashion designers. These schemes range from business mentoring and seminars to competitions and sponsorship.

“I get dressed pretty quickly every morning thanks to my capsule wardrobe. I mix Jaeger, Pringle of Scotland, Anya Hindmarch and Burberry Prorsum with High Street favourites such as TopShop.”

“My day to day bag is a classic Mulberry Bayswater and my desk drawer is filled with accessorises while several pairs of heel options are kept under my desk.”

And, we also organise the prestigious British Fashion Awards – a unique opportunity for the designer fashion industry to celebrate and reward the extraordinary design talents and business successes within our sector. In PR terms, it ranks alongside other leading creative industry awards such as the film industry's BAFTAS and the music industry's BRITS.”

HOW DID YOU GET INVOLVED WITH THE BFC?

“In my 20s I worked for Annette Worsley Taylor, then creative director of VLFW for a couple of years so I knew some of the BFC team. When I set up a PR office in London some years later, I was introduced to the then CEO of the BFC, the incredible Hilary Riva. I started running the VLFW press office, then supporting the BFC on broader comms and strategy as part of an advisory team. When Hilary stepped down as CEO she approached me to join as part of the organisation's first full time management team and I've been CEO since.”

THE VODAFONE LONDON FASHION WEEKEND HAS BEEN AROUND FOR OVER 10 YEARS NOW. HOW DO YOU THINK THE SHOW EVOLVED?

“Initially we were about discount designer shopping but the show has evolved to become one of the best days out on offer in London. There's a bit of everything – shopping, pampering, socialising, fashion advice and trends predictions. You name it, we've got it.

Also in 2009, we relocated the BFC and Vodafone London Fashion Weekend to the then recently refurbished Somerset House. It seemed a natural progression to be there – in the heart of the city and in an iconic building of such grandeur and style – and it gave Vodafone London Fashion Weekend a completely new personality. I love the fact that Somerset House features in our new creative – it's like the Versailles of London.



And Vodafone London Fashion Weekend is never the same from one season to the next – just like fashion, it's constantly evolving. This is because it's our job to keep a constant dialogue with British designers as well as our finger on the pulse of emerging trends and talent. Vodafone London Fashion Weekend changes every year in line with what's happening in the fantastic British design talent pool. That's what makes it so exciting, so fresh and why I get butterflies in my stomach before each season.”

WHAT SHOULD VISITORS LOOK OUT FOR THIS SEASON?

“The biggest new addition this year is the Designer Highlights Catwalk. In the past, we've run the 'Trend Catwalks' but now we're extending it to offer people an experience that's as close to London Fashion Week as is possible. We're also changing the layout of the show, making it easier to navigate. We're going to open

the west wing of Somerset House. This means that the majority of the event will all be on one level.”

WHAT IS YOUR VISION FOR VODAFONE LONDON FASHION WEEKEND?

“I want Vodafone London Fashion Weekend to become the destination for fashion involved consumers in the UK and worldwide.”

AS AN AMBASSADOR FOR BRITISH FASHION, WHAT'S IN YOUR WORKING WARDROBE?

“I get dressed pretty quickly every morning thanks to my capsule wardrobe. I mix Jaeger, Pringle of Scotland, Roksanda ilincic and Jonathan Saunders with High Street favourites such as TopShop. My day to day bag is either a classic Mulberry Bayswater or Anya Hindmarch tote, my desk drawer is filled with accessorises while several pairs of heel options are kept under my desk.”

AND HOW DO YOU BALANCE SUCH A HIGH PROFILE CAREER WITH FAMILY LIFE?

“Loving my job makes all the juggling worthwhile! That said, I have had to devise a strict schedule. The fashion industry never sleeps so I'm rarely off my Blackberry but I try and put my phone away occasionally and the majority of my weekends are strictly family time. Fortunately my husband and daughter love fashion too so they always come with me to Vodafone London Fashion Weekend.”

EAT SLEEP & WORK FASHION

MEET THE PEOPLE BEHIND VODAFONE LONDON FASHION WEEKEND

What did you want to be when you grew up? Like many of us, Caroline Reader and Georgina Riley wanted to work in the fashion industry. These go-getting girls didn't become designers, journalists or PRs, though. Instead they decided to go behind the scenes and help create the capital's biggest consumer fashion event.

Here, we meet two members of the team whose job it is to make Vodafone London Fashion Weekend happen every season.

"It's my job to help organise all of the creative content – that's all of the different elements that combine to hopefully make the event a really fantastic consumer experience."

Events Manager,
CAROLINE READER
BRITISH FASHION COUNCIL





CAROLINE READER

EVENTS MANAGER,
BRITISH FASHION
COUNCIL

Caroline or ‘Cazzie’ as she is known has been working with the British Fashion Council for about 5 years in Various Capacities. This September will be her 11th season working on Fashion Weekend.

THE PART I PLAY IN VODAFONE LONDON FASHION WEEKEND...

It's my job to help organise all of the creative content – that's all of the different elements that combine to hopefully make the event a really fantastic consumer experience. This can be anything from working on the designer content and the layout of the event so that everyone is located in the right place to scheduling the events that take place throughout Vodafone London Fashion Weekend. We also have to source the show presenters, speakers and models and liaise with marketing, PR and sponsorship to make sure everything is consistent and on brand and bring onboard new partners and the latest brands to keep the event exciting and inspirational.

“My favourite part of Vodafone London Fashion Weekend.... is the atmosphere. There's a real buzz, especially on the Thursday and Friday evenings when the DJ's kick in!”

LONDON FOR ME IS...

An amazing place to live and work and I really believe that Londoners – like the place itself – have effortless style. It is chic, cosmopolitan and there is always something happening...

MY DESIGNER TIPS AND PICKS FOR SEPT 12 ARE...

Everyone needs an Alex Monroe pendant in their life. I also love Alison Van der Lande's soft leather weekend holdalls – perfect for a long weekend mini break – and Twenty8Twelve's cute but sassy printed dresses. They come in such wearable and womanly shapes. Every girl needs her essential pair of Levi's® jeans and I'm very excited about their new Curve ID pop-up shop at the event this season.

ALEX MONROE BUMBLEBEE NECKLACE



THIS SEASON I'LL BE BUYING...

A Ducie dress in the season's latest shade (I have 5 now), a pair of French soles & some Pringle of Scotland Knitwear.

LOOK OUT FOR ME WEARING...

My Ducie dresses, teamed with a pair of Nicholas Kirkwood's on Day 1 and a pair of Converse by Day 4. When my feet are ruined.



GEORGINA RILEY

PRODUCTION
MANAGER,
BRITISH FASHION
COUNCIL

Production manager, Georgina Riley sits next to Caroline in the British Fashion Council's Somerset House office. She's worked in the industry since 2008 and this September will be her 8th season.

THE PART I PLAY IN VODAFONE LONDON FASHION WEEKEND...

It's my job to bring the Vodafone London Fashion Weekend brand and creative to life in its physical form. This involves managing and directing our fabulous suppliers, contractors, and staff who build the show and make it happen; developing the creative look and feel for the show in terms of the bars, event spaces, catwalk space, signage and branding; and on the less glamorous side, I'm responsible for making sure everything runs smoothly from a technical and safety point of view too.

MY DESIGNER TIPS AND PICKS FOR SEPT 12 ARE...

Acne – All of their pieces have unusual but beautiful cuts and shapes. You can pick up amazingly cool but statement piece.
Kat Maconie – Seriously stylish shoes, and mega comfortable too!
Roksanda Ilincic – Elegant yet understated, loose tailoring, beautifully bold colours.



KAT MACONIE SYLVIA BLACK

“It wouldn't be Fashion Weekend without an Olivia Rubin RTW purchase, I love the simple pieces and amazing prints. I'm always tempted with another piece of Jewellery by Jacey Withers – his designers are gorgeous and always feature quirky motifs.”

LOOK OUT FOR ME WEARING...

My gold Matthew Williamson Parka over an Olivia Rubin Dress and some comfy heels.

MY FAVOURITE PART OF VODAFONE LONDON FASHION WEEKEND...

When the lights go up and the music starts pumping for the very first Catwalk Show of the Weekend – I get such a buzz seeing all our hard work pay off! Shopping in the Weekend Boutique is always a highlight – it's my chance to grab a staple piece from one of the current LFW designers. This season we're featuring the likes of Liz Black, David Koma and PPQ.

LONDON FOR ME IS...

So unique! I literally love London's Street Style, Urban Music Festivals, and it's amazingly creative experiential Theatre and Pop Up restaurants. You don't get them anywhere else and our aim is to bring more of London's individuality to our event – we're so lucky!

MY STYLE ROOTS

FROM LONDON WITH LOVE



*“When a (wo)man
is tired of London,
(s)he is tired of life.”*

SAMUEL JOHNSON

We’ve paraphrased Samuel Johnson’s immortal words slightly but we think the sentiment pretty much rings true if you’ve spent any time in this fashion forward city.

Living in London informs many of our fashion choices and, wherever they are in the world, Londoners (bred not always born) retain a style uniquely their own.

From Paris to Rio, we meet some of the ex-pats who have fused their look with the city they’re now living in. We also chat to women from other style capitals - New York, Sydney and Milan – now living in London to find out how their native style has changed simply by living here.



SUNGLASSES Bought on Leblon beach
CARDIGAN Farm (Brazilian brand)
PINK VEST Top shop
WATCH Nixon
SHORTS H&M
SHOES Redley (Brazilian brand)

RIO

NAME Niamh Gray
OCCUPATION
Primary school teacher
and Artist
AGE 33
ORIGINALLY FROM
Norfolk, England.

WHERE IN NORFOLK DID YOU GROW UP?

I grew up in the cathedral city of Norwich before moving to East London in my twenties. I spent 6 years living in Dalston and then Homerton before we moved to Rio.

HOW LONG HAVE YOU LIVED IN RIO?

We've lived in Flamengo in the heart of Rio for the past 6 years.

HOW WOULD YOU DESCRIBE YOUR STYLE?

Relaxed, bright and predominantly flat. You'll find me in trainers or Havaianas on Leblon and Ipanema.

HOW DOES COMING FROM LONDON INFLUENCE YOUR LOOK?

The Cariocas like to get seriously dressed up and it can be a bit too much for me. I keep my dressed up look a little more undone, with beachy hair and statement accessories rather than a statement dress – the way I would have rocked it in Homerton. I also find that combining Brazilian labels such as Farm and Osklen with British High Street staples such as TopShop and H&M gives my look the tougher, rougher edge I like.

HOW DOES LIVING IN RIO INFLUENCE YOUR LOOK?

Overall, we live in beach style. Flip flops, bikinis, vest tops and plenty of colour. You can't have too much colour here – the brighter the better. The neon trend was made for Rio.

HOW WOULD YOU DESCRIBE CURRENT STYLE?

Urban beach.

WHAT ARE YOUR KEY PIECES FOR AW12?

My jewel tone SuperGa trainers, retro flared jeans and an Illustrated People Raglan jumper from TopShop.

WHAT DO YOU LIKE ABOUT VODAFONE LONDON FASHION WEEKEND?

We come back to the UK for a month every Autumn. I always drop into Vodafone London Fashion Weekend because it helps me acclimatise and restock my wardrobe. Everything is so expensive in Rio and there aren't as many options as offer here.

SUM UP VODAFONE LONDON FASHION WEEKEND IN 5 WORDS?

A great shopping day out.

IF YOU HAD TO BUY ONE THING THIS AW12?

Some oversized retro shades from RetroSun Vintage Designer Sunglasses for the Autumn in London and Summer in Rio.

PARIS

HOW WOULD YOU DESCRIBE CURRENT STYLE?

Simple chic with a twist.

WHAT ARE YOUR KEY PIECES FOR AW12?

A great long coat (I'm thinking military inspired), single colour cashmere tops, scarves and a hat. I've seen some great bowler hats in surprising colours so will be searching for one of those.

WHAT DO YOU LIKE ABOUT VODAFONE LONDON FASHION WEEKEND?

It's an enjoyable and accessible way to experience the best of British fashion. I'm a big online girl so, offline, I crave choice, difference and immediacy. Vodafone London Fashion Weekend gives me just that but better because I can share the fun with friends.

SUM UP VODAFONE LONDON FASHION WEEKEND IN 5 WORDS?

Go there for serious shopping.

IF YOU HAD TO BUY ONE THING THIS AW12?

A pair of Kat Maconie cage heels in bright orange.

day, 'simple chic', on a bad day 'complicated'. Winter brings out my darker (though wholly unthreatening) rock chick side and summer, my happy floaty hippy kid. I admire those with a more consistent style identity.

HOW DOES COMING FROM LONDON INFLUENCE YOUR LOOK?

It confuses it...but in a good way. I'm not sure anywhere in the world gives you the eclectic brilliance of London. I'm constantly people watching, thinking, 'Ooooh, I'll have a bit of that, I'd like to do something like that....'

HOW DOES LIVING IN PARIS INFLUENCE YOUR LOOK?

It simplifies it. Glamour is not directly proportional to heel height or make-up application. The Parisians definitely still have the monopoly on paired-down chic.

NAME Katie Mulloy
OCCUPATION
Freelance writer and editor
AGE 29
ORIGINALLY FROM
North Yorkshire

WHERE IN NORTH YORKSHIRE DID YOU GROW UP?

Yarm, North Yorkshire.

HOW LONG HAVE YOU LIVED IN PARIS?

Six months. Before that I lived in London for 8 years.

HOW WOULD YOU DESCRIBE YOUR STYLE?

Tempestuous. On a good

TO LONDON IN STYLE NEW YORK, SYDNEY AND MILAN

NEW YORK

NAME Kirsty Hathaway

OCCUPATION Fashion Editor and Stylist

AGE 30

ORIGINALLY FROM New York

WHERE IN NEW YORK DID YOU GROW UP?

I grew up in Westchester which was, for me, the best of both worlds. It was a rollerblade away from the beach (seriously, it was NY life) and a 30 minute train to the city. I got to grow up in leafy and beachy suburbia but with the hustle and bustle of amazing Manhattan a hop skip and a jump away.

HOW LONG HAVE YOU LIVED IN LONDON?

Nearly nine years.

HOW WOULD YOU DESCRIBE YOUR STYLE?

It is a bit of an eclectic mix. I like playing with textures and layering. At the moment I am rarely out of trousers – ideally patterned silk ones. I am on the go too much to be able to wear heels, so I have a huge selection of sensible, but amazing flat boots and shoes.

HOW DOES COMING FROM NEW YORK INFLUENCE YOUR LOOK?

Not at all anymore. They are very groomed and elegantly

chic in NY. I think that my look has been well and truly London-ed. There are days I barely brush my hair!

HOW DOES LIVING LONDON INFLUENCE YOUR LOOK?

So very much. Watching people in the street is inspiring. People here are courageous with styling and putting things together that shouldn't necessarily work – be it grunge, preppy, quirky, classic. There is a bit of everything around always.

HOW WOULD YOU DESCRIBE LONDON STYLE?

It is bold here and so individual, it allows you to experiment and find your own true style. Generally people are a mash of lots of styles. Trends also take precedence here too. The incredible British high street allows everybody to buy into seasonal trends. With that, you get so much more diversity.



WHAT ARE YOUR KEY PIECES FOR AW12?

Anything patterned – florals and paisleys are leading the way next season. I'm loving all the pleating and will definitely be after some pleated skirts and dresses in the season's colours: red, purple and bottle green. The fit and flare dresses are incredibly flattering and versatile.

WHAT DO YOU LIKE ABOUT VODAFONE LONDON FASHION WEEKEND?

I like the fact that you can find new designers, see fashion first hand and get some bargains.

SUM UP VODAFONE LONDON FASHION WEEKEND IN 5 WORDS?

Indulgent, inspiring, fashionable, exciting, creative.

IF YOU HAD TO BUY ONE THING THIS AW12?

Jil Sander's lilac clean lined oversized cocoon coat. I love the clean simple lines. Although it is purple (which is on trend) it is entirely versatile. If my budget doesn't stretch to it then I'm sure I'll be able to hunt out an alternative at Vodafone London Fashion Weekend.

SYDNEY

NAME Alexandra Tait

OCCUPATION Art Director

AGE 35

ORIGINALLY FROM Sydney, Australia

WHERE IN SYDNEY DID YOU GROW UP? A little rural town on the edge of Sydney called Pitt Town

HOW LONG HAVE YOU LIVED IN LONDON?

3 years but before that I lived in Amsterdam

HOW WOULD YOU DESCRIBE YOUR STYLE?

Relaxed yet paired down. Quality over quantity

HOW DOES COMING FROM SYDNEY INFLUENCE YOUR LOOK?

The relaxed outdoor lifestyle influences my desire for comfortably fitted clothes. It also informs a lot of my colour choices. I don't wear so much grey or brown as Europeans do. Coming from a city filled with sun, I just can't cope with wearing muted tones when the sky is grey, the buildings are grey, the water is grey. To then dress in grey doesn't work for me or my psyche. I need sunshine which, for me, equates to a pop of colour.

HOW DOES LIVING IN LONDON INFLUENCE YOUR LOOK?

Living over here has definitely

broadened my choices for shopping – there are just so many brands on offer and retail here is so much more accessible than in Sydney. That said, I still tend to opt for tailored clothes that suit my look and can be updated from season to season with accessories. Oh, and I'm obsessed with scarves since living here. It's the first time I've actually understood the importance of such an accessory...

HOW WOULD YOU DESCRIBE CURRENT STYLE?

I like classic styles with a hint of femininity. I don't like to stand out too much but I do like to dress nicely. Living in London, watching and listening to how the people of this city conduct themselves versus the louder, more direct ways of us Sydney-siders has helped me perfect my 'over here' look. I'd sum it up as Understated Femininity.

WHAT ARE YOUR KEY PIECES FOR AW12?

Varying shades of red tops and skirts from Almost Famous worn with my trusted dark green Burberry trench.

I'll also be trying to bring more retro prints and fur into my wardrobe (I love the revival furs from Attiqueue) and accessorising, of course, with scarves. My current favourites are from Allegra London. Dip-dyed cashmere inspired by the colours of India, they add a touch of Sydney sunshine to all my Autumn outfits.

WHAT DO YOU LIKE ABOUT VODAFONE LONDON FASHION WEEKEND?

I went last year for the first time and it was a great day out for me and my friends. I love the fact that somewhere as grand as Somerset House is packed full of fashion-related fun.

SUM UP VODAFONE LONDON FASHION WEEKEND IN 5 WORDS?

Vibrant, Original, Full (full on, full of fashion, full skirts, full length, full coats, etc), Graphic and Inspiring.

IF YOU HAD TO BUY ONE THING THIS AW12?

A Muubaa jacket. I love their minimalistic approach with clean lines but an overall feminine feel.



JACKET Burberry
JEANS Diesel
TOP Ralph Lauren



MUUBAA
MINSK QUILTED
LEATHER BIKER



MILAN

NAME Sara Bicchelli
OCCUPATION Project manager
AGE 37
ORIGINALLY FROM Milan



HOW LONG HAVE YOU LIVED IN LONDON?
4 years

HOW WOULD YOU DESCRIBE YOUR STYLE?
Feminine, retro, colourful, timeless.

HOW DOES COMING FROM ITALY INFLUENCE YOUR LOOK?
I think Italians have a unique sense of style and a passion for fashion. In Italy there's a focus on using accessories to make an outfit complete: shoes, bags, jewellery but, most especially, sunglasses. We wear them all the time just like celebrities trying to avoid the paparazzi. However I think there is more to my look than just being Italian. My grandfather and my mother were tailors and my daughter's god father is a fashion designer from Sicily, now based in London. As a result, I have been brought up to appreciate high quality fabrics, the importance of a good cut and craftsmanship.

HOW DOES LIVING IN LONDON INFLUENCE YOUR LOOK?
London is such an inspirational city and you get the feeling that

anything is allowed. As soon as I arrived, I wanted to colour my hair pillar box red and I did. Everywhere you go, people look so individual and I think living here has helped me widen my colour palette. We Italians can tend to favour a more classic palette. London helps me mix my look up a bit.

HOW WOULD YOU DESCRIBE CURRENT STYLE?
Very feminine but playful with a comfortable twist. I live in dresses and skirts.

WHAT ARE YOUR KEY PIECES FOR AW12?
Wrap dresses, shift dresses and A-line dresses, my cream Guardian Angel bag from Vlieger&Vandam (it gets interesting going through security at airports!) and my favourite kilt. I haven't worn it since I had my daughter and I like to team it with super soft cashmere knits.

WHAT DO YOU LIKE ABOUT VODAFONE LONDON FASHION WEEKEND?
It has all of my favourite things under one roof – shopping, champagne bars, pampering

makeovers, catwalk shows. I try to get my girlfriends together and it provides the perfect day out for us. We can catch up while we shop.



VLIEGER&VANDAM
CREAM GUARDIAN ANGEL

SUM UP VODAFONE LONDON FASHION WEEKEND IN 5 WORDS?
Stylish fun at Somerset House.

IF YOU HAD TO BUY ONE THING THIS AW12?
A timeless, beautifully cut raincoat of a very high quality that will last forever. I have my eye on one from Burberry Prorsum.