

THE EDIT

PACKED WITH FASHION
FOR THE FASHION PACK

THE HANDBAG ISSUE

TICKETS NOW ON
SALE FOR A/W '12

Block out the weekend of **20 – 23 September** in your diary and go online to reserve your tickets for Vodafone London Fashion Weekend AW 2012.

To find out more about special ticket offers and packages, log on to our new look website www.londonfashionweekend.com.

And to keep updated about everything Vodafone London Fashion Weekend, why not subscribe to The Edit, our all-new Vodafone London Fashion Weekend digital magazine? Packed with interviews, trends and style edits; it's essential pre-reading.

LONDON
FASHION
WEEKEND

BROUGHT TO YOU BY



[illegible]

**FASHION
PACKED**
20.09.12 — 23.09.12
SOMERSET HOUSE

ORANGE CAGE HEEL SHOE BY KAT MACONIE

"I love Kat's shoes and we work together on shoes for the catwalk shows at Vodafone London Fashion Weekend, so you can see more of her styles on the runway in September."

BEADED FLORAL HANDBAG

“As always Rachel Ducker at Shikasuki knows her stuff and I sourced this beautiful little bag amongst her collection to add a vintage twist to our theme. This piece is embroidered and beaded from the 1950’s, just before our Sixties trend, but this proves you can mix all your decades to create your look.”

ELIZABETH ARDEN

"Elizabeth Arden is one of our make up sponsors. Their make-up artists will be giving makeovers and styling advice at Vodafone London Fashion Weekend in September"

BROWN PERFORATED SHOULDER BAG

"A Vodafone London Fashion Weekend stalwart, Pauric Sweeney has a boutique at the event and features in the catwalk show. I can't wait to style some of their AW12 bags at the trend shows in September."

OVERSIZED STONE RING

"I love oversized rings and think Lola Rose is one of the designers leading this trend. All Lola Rose pieces are handmade pieces using semi precious stones. Stock up on them in candy colours at Vodafone London Fashion Weekend."

GOLD LOMOGRAPHY CAMERA

"I am totally obsessed with this little gold camera. It is a mini version of the Diana, so it takes 76 little shots on a normal 35mm film. It's the perfect size for handbags and is great for nights out and catwalk snapping. I use mine to document street style looks and might be snapping you in the Courtyard this September."

**INDIGO NAIL POLISH & YVES
ST LAURENT ARTY RING**

"If you can't wait until September to get this key colour in your wardrobe, you can always get a head start by using it on your nails and bringing it into your accessories."

RUBY'S MUSTARD SWEATER

Ruby the Chihuahua wears a mustard sweater by www.lovemymdog.co.uk
 “We dressed our lovely model Ruby the Chihuahua in this gorgeous knitted sweater from the Hoxton based designer.
 The designer Lilly even has her own Harris Tweeds woven for the range.”

PATTERNED GREEN AND BLUE SCARF

"Newcastle based Salisa are regulars to Vodafone London Fashion Weekend, selling beautiful scarves and shawls, perfect for all seasons." Other scarves stylist's own.

**GLOVES, PINK ENVELOPE,
LARGE WHITE ENVELOPE AND
OVERSIZED SUNGLASSES BY
EMMANUEL KATSAROS**

“Emmanuel Katsaros is a German based Italian designer who studied in London, making incredibly beautiful yet tongue in cheek leather handbags and gloves made in Italy and handmade sunglasses. The ‘Envelopes’ are part of his staple collection piece featuring wallets, iPad covers and shoulder bags, while his glasses are always over proportioned and fabulous. Lady Gaga, Paloma Faith and Nelly Furtado are already fans.”

BLUE BOWLER HAT

"I loved this little blue hat as soon as I saw it. It reminded me of a men's old fashioned bowler but with a feminine edge. I love hats for Winter – they're a really easy way to change an outfit."

VINTAGE GOLD SNAKE BELT

“This stand out belt is also vintage and shows that ghetto bling has been around a lot longer than one might think. Gold accents offer a chic way of bringing your look to life during the grey winter months, and this belt is perfect.”

BEHIND THE SCENES AT THE SHOOT

CREDITS:

Photographer
LAURIE EVANS

Stylist
MISS MOLLY

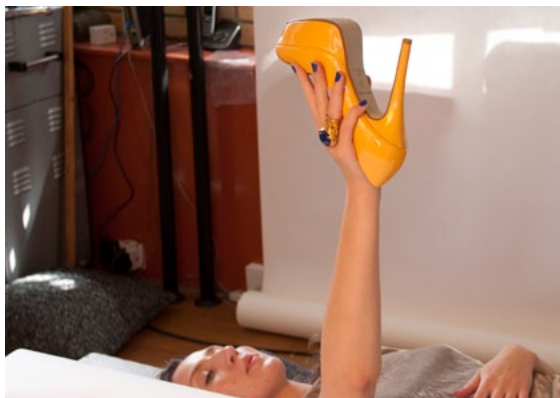
Creative Director
BENJI WIEDEMANN

Press Officer
CHARLOTTE DREWRY

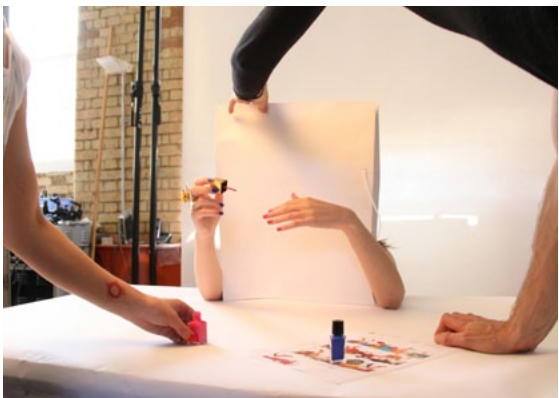
Dog
RUBY THE CHIHUAHUA



HERE'S WHAT HAPPENED ON SET IN ISLINGTON



The team had just 1 day to shoot each of the 33 individual items (including ruby the chihuahua) selected by stylist, Miss Molly, to make up the bag.



INTRODUCING OUR NEW LOOK CREATIVE

FASHION PACKED

This season we've been working with **A+B Studio**, our new creative agency, to give Vodafone London Fashion Weekend a new look. Our Fashion Packed creative brings together all of the elements that make up Vodafone London Fashion Weekend but also provides a sneak preview of one of the season's key trends: Sixties British [Read our Trend Preview feature to find out more].

Creative Director, Benji Wiedemann explains: "We wanted to fit everything that makes Vodafone London Fashion Weekend what it is into a shopping bag. Shopping, pampering, eating, drinking, socialising - they're all represented. The new creative treatment will be used across our campaign on every touchpoint. This even includes shopping bags so consumers will get to take our new look home with them as well as well as their purchases."

"We wanted a campaign that captured the vibrancy and the creativity of the event."

Creative Director
BENJI WIEDEMANN
A+B STUDIO



TREND PREVIEW

YELLOW SATCHEL
The Cambridge Satchel Company



SIXTIES BRITISH

With the Diamond Jubilee, the Olympics and Vodafone London Fashion Weekend(!) capturing the world's attention, 2012 is definitely the year to be British with designers taking inspiration from our rich national heritage. The iconic Swinging Sixties have proved particularly influential with giving classic sixties style being given a modern twist for AW12. Think strong, bold colours, A-lines, pussy bow shirts, heritage prints and fabrics (from houndstooth and pinstripes to tartan) and plenty of red, white and blue. Get the look by combining key pieces from designers like Pringle of Scotland, VV Vintage and Olivia Rubin, accessorise with a bags from The Cambridge Satchel Company or Alison van de Lande and jewellery from My Flash Trash.

**COLOUR-BLOCK
INTARSIA DRESS**
Pringle Of Scotland



MEDAL NECKLACE
Tatty Devine

BILLIE BOYFRIEND JACKET
Peridot London



GORILLA PRINTED SCARF
Emma J Shipley

FOLKSY

A key trend from SS12, Folksy carries the Coachella/Glastonbury vibe into Autumn Winter. This season's interpretation toughens up the girly bohemian feel with heavier plaids, checks, retro prints and revival fur. Artisan detailing – from embroidery to crochet and lacework - especially on plackets and cuffs creates standout. Autumnal tones of mustard, aubergine and blue add a pop of colour to everything from shirts to skirts. To create the look for yourself, look to designers from Bolongaro Trevor, Antipodium London and Gushlow and Cole and top off with an Arts & Crafts inspired scarf from Emma J Shipley or over sized shades from Linda Farrow.



FROM LUXE RANGE
Linda Farrow



ALBION TUNIC
Bolongaro Trevor

MASCULINE/ MILITARY INSPIRED

A staple trend for darker, winter months, the Masculine look originated all those years ago by Yves St Laurent and his Le Smoking and worked to perfection by our own Kate Moss, comes into its own this AW12. Think strong lines, classic British tailoring (with more than a nod to Savile Row) and toughened leathers topped off with a military twist. Think epaulets, trim and shiny buttons. And of course, no party wardrobe is complete without a tuxedo jacket especially if its in heavy duty leather from Muubaa. Other designers working the trend include Designer Studio, Helene Berman and Peridot London.

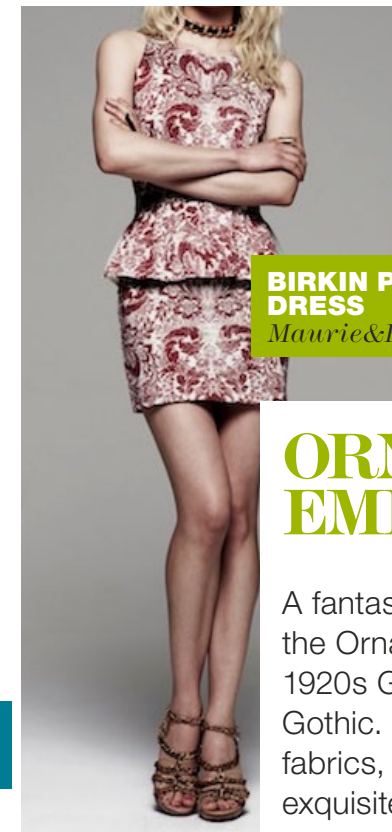
PRITHIVI
Kat&Bee Jewellery



TIER DRESS
Melabelle



**BIRKIN PEPLUM
DRESS**
Maurie&Eve



ORNATE/ EMBELLISHED

A fantastic trend for the party season, the Ornate/Embellished trend fuses 1920s Great Gatsby with Victorian Gothic. Think sumptuous or sheer fabrics, heavy beading, sequins and exquisite detailing. For a modern look, wear ornate eveningwear as day wear. Designers to check out at Vodafone London Fashion Weekend to work this trend include Ducie, Melabelle, Kat&Bee and Claret Showroom.

MEET MISS MOLLY

Miss Molly has been Vodafone London Fashion Weekend's resident stylist for the past 5 seasons.

She recently worked with creative agency, A+B, to shoot the new Fashion Packed creative.

Here she talks about styling the shoot, her fashion favourites and why she loves Vodafone London Fashion Weekend.

NAME:

Miss Molly

OCCUPATION:

Stylist and Costume Designer

I GOT INTO STYLING BY...

"Studying Fashion Design at the London College of Fashion. I then assisted stylists for a number of years to gain experience. During this time I also styled my own test shoots for my book so I could get an agent and begin to make a name for myself as a Stylist and Costume Designer."

MY INSPIRATION FOR THIS SHOOT WAS...

"We wanted to bring together all of the elements of Vodafone London Fashion Weekend by linking it to one of AW12's key trends. I chose Sixties British because London is – and has always been - fashionably fabulous and it's such a strong theme for 2012."

MY SHOOT PREP WENT LIKE THIS...

"The team gave me the shoot brief (essentially Vodafone London Fashion Weekend and AW12 trends all in one bag) so I decided to hero one of the trends for AW12 that I will be showcasing on the catwalk at Vodafone London Fashion Weekend in September. I then spent 3 days calling in all of the products I wanted to feature. We have to ask designers and brands whether they would like to be involved and they then lend us products for the shoot. Anything we couldn't borrow we bought."

MY TIPS FOR BUDDING STYLISTS WOULD BE...

"Word hard, don't expect anything for nothing and keep your receipts"

EVERY WARDROBE SHOULD HAVE FOR AW12:

"Something indigo, classic fabric weaves printed and with their proportions altered like the enlarged hounds tooth at House of Holland"

WHY I LOVE VODAFONE LONDON FASHION WEEKEND?

"Just as London Fashion Week is the trade event, Vodafone London Fashion Weekend is the consumer fashion event. Set in the world's most fashion forward capital, it offers everything you could want from a weekend – discount designer shopping, pampering treats, styling advice and trend reporting all topped off with champagne and cocktails."

IF I HAD TO SUM UP VODAFONE LONDON FASHION WEEKEND IN FIVE WORDS...

A delightful fashion fabulous experience.



VODAFONE LONDON FASHION WEEKEND SURVIVAL KIT:

PR and Marketing Manager

**CHARLOTTE DREWRY
REVEALS WHAT'S IN HER BAG**

*“Vodafone London Fashion Weekend
is a busy working weekend for me.*

*This is my third Fashion Weekend so
I have my essentials well prepared.
These products help me get through
the weekend as stylishly as possible.”*

Not everyone can have a bag quite as fashion packed as that of our new creative but Vodafone London Fashion Weekend's, Charlotte Drewry's comes pretty close.

Here the busy PR & Marketing Manager explains what will be in her bag – also known as her survival kit - during the weekend.



INSIDE CHARLOTTE'S MULBERRY EFFIE HOBO BAG



ELIZABETH ARDEN 8 HOUR CREAM

"I'm sure I'm not alone in refusing to leave the house without this iconic, multi-use beauty cream. I use it as a moisturiser, lip balm and hand cream and have even had to loan it to one of the make-up artists backstage at the catwalk shows to slick models' eyebrows."



DIET COKE

"Vodafone London Fashion Weekend is thirsty work! I always keep refreshed on site with a cold Diet Coke – and it's less than one calorie!"

VODAFONE BLACKBERRY BOLD

"I couldn't get through the weekend or the run up without my Vodafone Blackberry. I'm constantly liaising with designers, press and visitors so this smart phone keeps me constantly in contact. I have the May Fair hotel on speed dial for entertaining journalists."



CANON IXUS 510

"There's always so many amazing outfits on show at Vodafone London Fashion Weekend, so I try and capture as many on camera as I can for our website. This Canon IXUS 510 makes image sharing easy with wi-fi and a x12 optical zoom – it's even got full high definition movie recording, allowing me to interview visitors about their experience at our event."



COMPEED PLASTERS

"My bag wouldn't be complete without my essential Compeed® blister patches. After long hours at the show my killer heels can end up killing my feet. Rather than changing into flats, I keep some of these brilliant blister patches in my bag so I can keep running in high heels."

ELLE DIGITAL MAGAZINE

"I keep the latest issue of Elle magazine in my bag but if I'm travelling light I use the fantastic Elle magazine app and download it onto my iPad and iPhone. Not only is it a great read, packed full of the latest trends, it's also the media partner for Vodafone London Fashion Weekend so I like to keep up to date with their coverage."



LABEL.M RESURRECTION STYLE DUST

"I work in fashion and represent one of the world's leading fashion events so have to look stylish and presentable on the go. I always make sure that I have some label.m Resurrection Style Dust in my handbag to keep my hair under control. It's great for adding volume and lift at the roots."



LAVAZZA COFFEE FROM THE LAVAZZA 'A MODO MIO' IN OUR OFFICE

"My Vodafone London Fashion Weekend is pretty much powered by Lavazza. We have one of their stylish 'A Modo Mio' machines in our office and I make sure that my cup is constantly topped up with their delicious coffee to keep me going as I rush from appointment to appointment."

GIFT VOUCHERS FOR THE MAY FAIR HOTEL



"The gorgeous May Fair is really close to Somerset House and is a favourite amongst the fashion pack as it is also the official hotel of London Fashion Week. I'm really looking forward to using them on a treatment in their amazing spa or treating my friend to Cocktails and Cupcakes."