

LONDON
FASHION
WEEKEND

BROUGHT TO YOU BY



THE VODAFONE LONDON FASHION WEEKEND
DIGITAL MAGAZINE

ISSUE 05

THE EDIT

PACKED WITH FASHION- FOR THE FASHION PACK

THE DESIGNER ISSUE

Welcome to the fifth 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. We've called this issue the **Designer issue** because well, we thought it was about time we focused on the amazing designers who make Vodafone London Fashion Weekend the fashion packed extravaganza it is. This season is no exception. In fact, we're bigger and better than ever before.

First up, we're delighted to confirm the first two brands to feature in our **Designer Highlight Catwalk Shows**. In **Fashion A to Z**, we dazzle you with some of the names who will be showing this September. We hope you'll agree that bagging a bargain should be as easy as A, B, C.

Next up, in **Weird Out Sister**, we take a tongue in cheek look at some

of the strangest fashion trends we can remember. Don't worry, you don't need to own up to any of them – you can just laugh along at our mistakes.

You won't see **Kat Maconie**, **Emma Shipley** or **Rachel Wilson** on any such list though. These designers are three of our hottest tips for fashion world domination which is why we've included them in **The Names You Need To Know Now**.

In **Wear to go Now**, our friends at toptable have given us the lowdown on the best places to eat and drink near Somerset House so you can rock a stylish cocktail or cuppa.

And lastly, we're wondering if you're quite as obsessed as fashion as we are. Given that you're reading this magazine, we reckon you know your Preen from your McQueen but lets check you out. Take our **Fashionista or Faux Sista** quiz to see if you really do walk the walk and talk the talk. Boom!

ISSA LONDON AND TWENTY8TWELVE CONFIRMED TO SHOW IN OUR NEW DESIGNER HIGHLIGHT CATWALK SHOWS

We've been dying to tell you and at last we can.

IT labels, Issa London and Twenty8Twelve are now confirmed as our first headline designers for our new Designer Highlight Catwalk Shows.

A new addition this season, our Designer Highlight Shows add a new dimension to our ever-popular catwalk shows.

Each day, a great British brand will take to the catwalk to showcase their current

collection. The Designer Highlight shows will be scheduled in between our trend shows, meaning that this season you can really experience the catwalk to the max.

We are delighted to be able to tell you that Issa London will be taking to the runway on Friday 21st and Twenty8Twelve on Sunday 23rd.

What about Thursday and Saturday, we hear you ask? We're keeping the other two under wraps for now but will confirm in future issue. Watch this space...

DESIGNER HIGHLIGHT CATWALK SHOW TIMETABLE

THURSDAY 20th: 1.30pm TBC
FRIDAY 21st: 1.30pm Issa London
5.30pm Issa London
SATURDAY 22nd: 11.00am TBC
7.00pm TBC
SUNDAY 23rd 11.30am Twenty8Twelve
4.00pm Twenty8Twelve

ISSA LONDON



TWENTY8TWELVE

WANT TO KNOW MORE?



ISSA LONDON

Born and raised in Brazil, Issa London's Creative Director, Daniella Helayel was always surrounded by sun, sea, nature and an easy-going attitude to life. After a stint in New York, Daniella left for London where Issa London was born - it continues to be recognised for glamorous dresses in striking prints, vibrant colour combinations and beautiful fabrics. Over the years, Issa London has been embraced by celebrity fans including, Eva Mendes, Scarlett Johansson, Keira Knightley, the Duchess of Cambridge, Beyonce and Madonna.

Issa
LONDON

For AW12 Issa London's collection takes a cultural journey, inspired by the Tran-Siberian express from Russia to China. Influenced by the romantic architectural shapes of St Basil's Cathedral in Moscow's Red Square, the ornate embellishment of Fabergé eggs and the traditional paisley prints of Russian dolls. The collection balances the opulence of Russia with the strong, nomadic like influences from the Mongolian mountains using eclectic textures and rich wool threads.

TWENTY8TWELVE LONDON

TWENTY8TWELVE

Twenty8Twelve launched in 2007 under the helm of Sienna and Savannah Miller. The design reigns have since been passed on to Creative Director Elsa Elphick, a long time member of the design team. She has infused the existing ethos of this authentic London brand with new flair and character. References to film, culture, art, the masculine and the feminine all encompass the Twenty8Twelve personality. Each season new characters inspire and evolve the collection and the likes of Tali Lennox, Alexa Chung and Roisin Murphy all consume it.



SPOTLIGHT ON...

The designers featuring at Vodafone London Fashion Weekend are busy getting their collections ready to wow you come September.

Here are some of the designer names to look out for as you shop the show. With such a fabulous line up, finding a fashion bargain will be as easy as A, B, C...

A IS FOR:

Alejandro Ingelmo
Alice Menter
Alison van der Lande
Almost Famous
Antipodium
Aubin & Wills

B IS FOR:

Brand Apart
Bill + Marr
Bologaro Trevor

C IS FOR:

Cambridge Satchel Company

D IS FOR:

David Koma
Designer Studio (Mens)
Ducie

E IS FOR:

EJF
Emma J Shipley



BRAND APART



DAVID KOMA

F IS FOR:

French Sole
Finsk

G IS FOR:

Grace Miller
Gushlow & Cole

H IS FOR:

Harriet Sanders
Helene Berman
House Of Holland
Hermione de Paula
House of Harlow

J IS FOR:

Jacey Withers
Jane Carr

K IS FOR:

Karl Donoghue
Kat & Bee
Kate Sheridan

HARRIET SANDERS



KAT & BEE



L IS FOR:

Linda Farrow
Lionel etc
Lola Rose
Lotus London
Levis Curve ID

M IS FOR:

Maria Francesca Pepe
Missoma
My Flash Trash
Muubaa

N IS FOR:

Nelly.com
Nicholas King

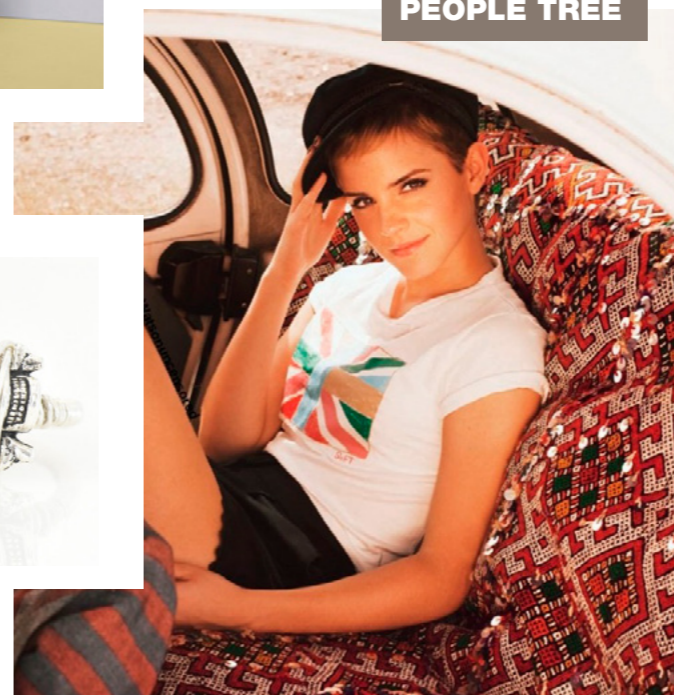
O IS FOR:

Orit
Olivia Rubin
Oyuna

P IS FOR:

Pauric Sweeney
People Tree
PPQ
Peter Werth
Pringle of Scotland

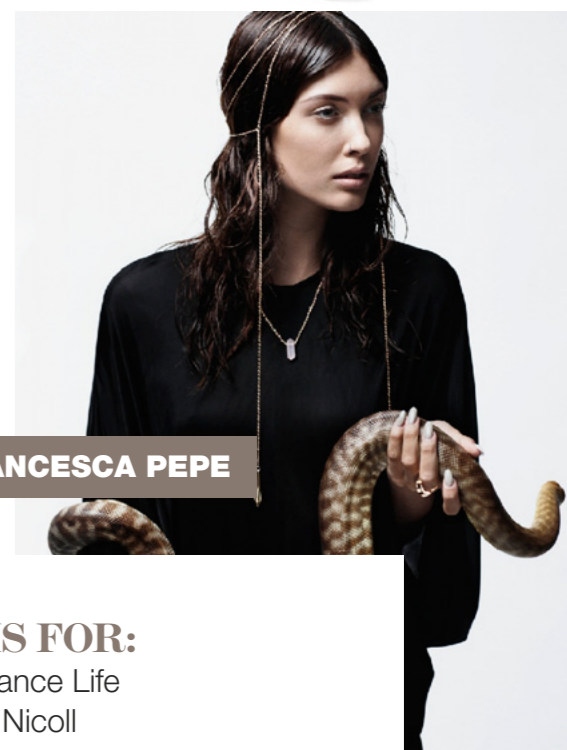
PEOPLE TREE



LINDA FARROW



MARIA FRANCESCA PEPE



R IS FOR:

Renaissance Life
Richard Nicoll

S IS FOR:

Sarah Ebbett
Sophie Williams
Studio Harlen
Sass & Bide

T IS FOR:

Tabitha
The Branch
Twenty8Twelve

V IS FOR:

VV Vintage

W IS FOR:

Wishlist London
Winter Kate

And as for X, Y, Z?
Well you'll have to wait and see...

WEIRD OUT SISTER

THE 15 STRANGEST STYLE TRENDS

Fashions come and go and sometimes they go with a seriously large amount of relief...only to come back again. From bird masks to puffballs and onesies, we check out some of fashion's weirder moments though the years.

Some are, of course, way too old for you to remember but some are recent enough for you to still – like us - bear the scars. We're still receiving therapy for Global Hypercolour and have been mildly terrified by the reemergence of some of the fads on this list.



BIRD MASKS

Back in the 14th century people thought that illnesses were spread by miasma or 'bad air'. As a result they took to wearing these ridiculous bird like masks to protect themselves and often filled the beak part with spices and rose petals to mask the smells around them.

WIGS

When King Louis XIII adopted a periwig to cover up his baldness (male pattern baldness was a hereditary problem in the royal family of the time), he started a trend. Aspiring aristocrats took note and the wig quickly became a status symbol. The grander the wig, the grander the person.

BACK TO FRONT CLOTHING

Remember 'Jump' by Kriss Kross? This 90s rap duo pioneered back to front clothing. Surely this must go down as one of the more ridiculous trends in the list and thoroughly inconvenient for trips to the bathroom?

THE BUSTLE

Does my bum look big in this? It's hard to believe but in the mid to late 19th century, bustles were used to expand the fullness at the back of a woman's dress. When combined with a corset, the bustle helped accentuate the rump, waist and bosom.



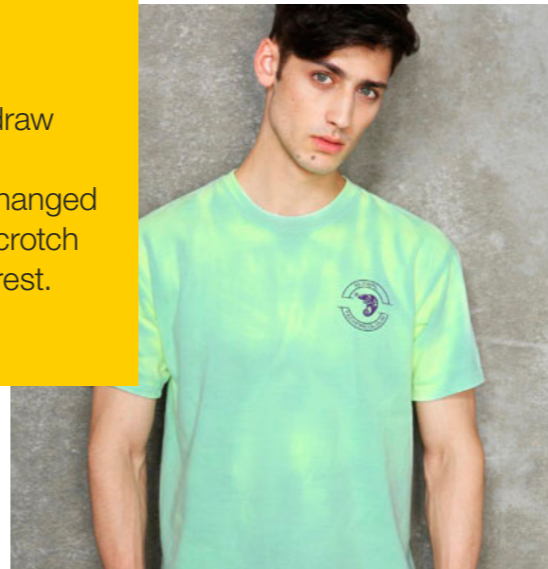
THE MORPHSUIT

Another all in one addition to the list, the Morphsuit has become the preserve of Stag Dos and sporting events. Available in every colour and pattern under the sun, this spandex suit covers the whole of the body, from head to toe. You can breathe, drink and eat but no one can see you – a factor that, we guess, can only be a good thing.



GLOBAL HYPERCOLOUR T-SHIRTS

Since when was it ever a good idea to draw attention to sweat patches? The Global Hypercolour line of t-shirts and shorts changed colour with heat hence underarms and crotch areas could be a different colour to the rest. The look – a sweaty version of tie dye.



THE ONESIE

If the female body was bad enough, what should we make of the onesie fad? Sure, Brad Pitt has been spotted wearing one. So too have all of One Direction and therein lies the problem. A celebrity wearing it doesn't make it any less a crime against fashion. The beauty about fashion thought is that we celebrate individual choice and expression so by all means go out dressed like George Dawes. Just don't expect us to.

THE MALE SARONG

Most of the time David Beckham can do no wrong but we all remember Sarong-gate 1998. Yes, we Brits like kilts and we know sarongs are worn by men all over the world but here in the UK where our weather isn't tropical, they just look a bit silly. And if Becks can't pull it off, neither can we.



PLATFORM 'BUFFALO' TRAINERS

It must be the launch of the Spice Girls musical but the chunky platform trainers made famous by Posh, Sporty, Ginger, Scary and Baby are supposedly back. This is terrifying news for ankles everywhere and those of us who remember the trend the first time round in the 1990s.

FOOT BINDING

The practice of binding the feet of young girls to prevent them from growing bigger was fashionable in China as recently as the 19th century. Tiny, narrow feet were considered beautiful with women aspiring to the 'Golden Lotus' – feet of just 7cm long.

BODIES

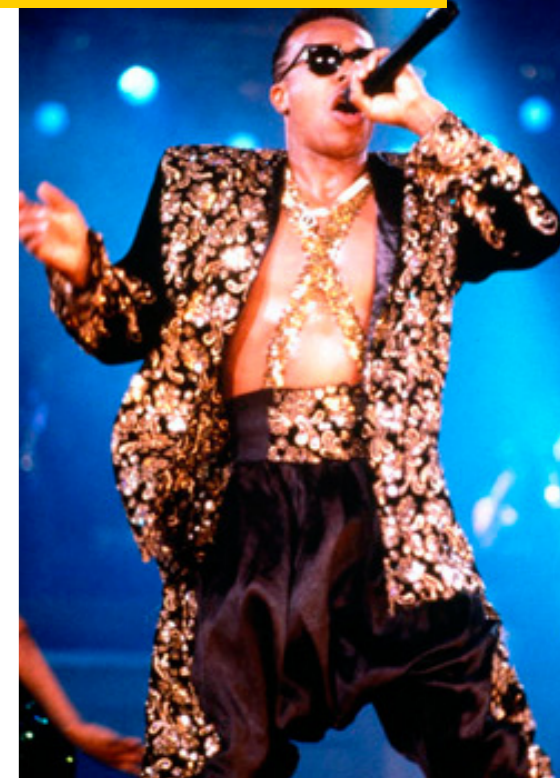
Yes, we all wore them in the nineties but that doesn't make it right. We can't pinpoint exactly at which point bodies stopped being something only appropriate for babies and entered into mainstream fashion – poppers and all - but fortunately, after a half-hearted recent revival, they have been consigned to the trash can of fashion history.

THE MANKINI

If you thought thongs were bad enough, consider the mankini. Originated by Kazakhstan celebrity, Borat Sagdiyev, we stumbled across www.mankini.com who claim that their one size mankini "fits most Testi-Satchels - even Pepsi Can Size." Yeeeuuccch.

HAREM PANTS

In the last few years these funny baggy bottomed pants have had something of a revival. Some of you may remember them as Hammer pants from the first time round when they were worn by 80s rapper, MC Hammer. We prefer the original Indian version to the modern parachute style.



SHUTTER SHADES

Glasses are meant to help you see. Aren't they? Another trend from the 1980s catapulted into now, these shades effectively blindside you by effectively putting Venetian blinds on your face. Apparently we have Kanye West to blame when he sported them in the video for 2007 hit, Stronger.



BAGS *(and clothes and shoes)* **OF TALENT**

**THE NAMES YOU
NEED TO KNOW, NOW**

SHOES WHO KAT MACONIE

SO, KAT, HOW DID YOU START YOUR LABEL?

I'd been working in the fashion industry ever since leaving school but wanted to build my own brand. After taking footwear evening classes at the London College of Fashion, I started designing and producing ballet pumps out of India. When I moved my production to Brazil, I took inspiration from their high heel culture (as prevalent in Brazil as their havaiana culture) and decided to make heels a part of my collection. We now design and produce our 50 piece collection twice a year comprising pumps, boots, sandals and trainers. Bags will be following shortly so look out for Kat Maconie bags soon.

HOW DID YOU GET YOUR BIG BREAK?

In my first season, Poste Mistress bought my label for their Harvey Nichols corner and have stocked Kat Maconie ever since. The British press have also been really supportive for which I'm eternally grateful.



WHAT IS THE KAT MACONIE DESIGN AESTHETIC?

Graphic and architectural styles with massive attention to detail.

ANY SIGNATURE ELEMENTS?

Gold metal hard wear is key to every shoe – every piece from the collection has a gold screw head on it although you may have to look closely to find it. Square shaped heels and platforms have really helped to build my identity and I often include graphic gold detailing.



We keep selling out of the Annabelle Boot and the Camilla boot and currently have a waiting list for the Velma boot. I can guess this suggests that ankle boots are our current signature styles. To add a new dimension to our designs, we use soft smooth leathers and kid suede and have even started to introduce printed silk.

WHAT HAS INSPIRED YOU FOR AW12?

Anything and everything from Art-Deco tea pots to The Wizard of Oz.

Looking forward to SS13, I have been inspired by an amazing place I visited in Brazil called Buzios. A stone's throw from the energy of Rio and with some of the best beaches in Brazil, it's where the serious summer fun happens. This sense of luxurious summer fun infuses the collection and has resulted in a vibrant, energetic colour palette.

WHAT DO YOU THINK YOU ARE DOING DIFFERENTLY?

Offering a British designer shoe brand with the bonus of an accessible price point.

STAND OUT PIECES?

For AW12 it would have to be the Velma's that Jessie J wore to perform at the Queens Jubilee in. For SS13, it would probably be Pearl – an elegant and feminine style but with an instantly identifiable Kat Maconie fresh edge to it.



**LOOK OUT FOR KAT MACONIE
AT VODAFONE LONDON
FASHION WEEKEND,
20 - 23 SEPTEMBER 2012
THE SHOE ROOM, WEST WING.**



Self taught shoe designer, Kat Maconie's striking architectural shoes have been making their way onto the world's most fashion forward feet.

We caught up with Kat to find out more about her unique designs.

KAT MACONIE



ACCESSORIES SUCCESS STORY EMMA SHIPLEY

Emma J Shipley

Scarf designer, Emma J Shipley is a definite one to watch. Her intricate scarf designs – which blur the boundaries between fashion and fine art – have quickly become must-owns since the designer launched her label earlier this year.

Here she tells us about her incredible first year:

EMMA, HOW DID YOUR LABEL EMMA J SHIPLEY GET STARTED?

I graduated from Royal College of Art with an MA in Textiles earlier this year and was lucky enough to have an amazing response from buyers and press to my final collection at the college's end of year show. Since then everything has snowballed.

HOW DID YOU GET YOUR BIG BREAK?

Browns taking my first collection was amazing. They're such an established luxury boutique and so well respected for their buying choices. It was great that they wanted to get behind a new label like mine.

WHAT'S THE EMMA J SHIPLEY DESIGN AESTHETIC?

Intricate, subversive, hyper-nature.

ANY SIGNATURE ELEMENTS?

I create luxury fine art scarves. Designs are taken from my detailed pencil drawings and I use silks, modal and cashmere. Key pieces include the Gorilla silk scarf and the Amazon Jungle oversize scarf.



WHAT HAS INSPIRED YOU FOR AW12?

Patterns in nature, their innate irregularity and the mathematical structures behind them. I also take inspiration from a rich mix of artists and designers, John James Audubon and William Morris to M.C. Escher and Darwin's scientific studies. I twist these references to create something modern and original with a resonance of classical design.

I've recently also been influenced by a trip I took to the Amazon jungle; so expect to find jaguars, parrots and snakes, albeit not as you know them...

STAND OUT PIECES?

I find it really hard to choose because I fall in love with each piece. That said, my current favourite is the Jaguar cashmere scarf.

WHO IS THE EMMA J SHIPLEY WOMAN?

She is intelligent and original. She chooses my scarves because she falls in love with them.

**LOOK OUT FOR
EMMA J SHIPLEY AT VODAFONE
LONDON FASHION WEEKEND,
20-23 SEPTEMBER 2012
LOCATED IN THE SHOW SPACE.**



STYLE ESSENTIALS

RACHEL WILSON, PERIDOT LONDON



Peridot London was founded in the Autumn of 2009 by Rachel Wilson.

We spoke to Rachel to find out why Peridot London is fast becoming the go-to label for women looking for wearable, wardrobe essentials.

PERIDOT
LONDON

RACHEL, TELL US A BIT ABOUT YOUR BRAND?

Fashion and fine tailoring is in my blood. I wanted to build a brand that would celebrate and draw on my ancestry (Rachel's great grandfather was the famous Jermyn Street shirt maker, Ernest Asser) but would also offer the type of wardrobe staples required by the modern day woman. Stylish essentials have always seemed quite hard to come by.

WHAT IS THE PERIDOT LONDON DESIGN AESTHETIC?

Peridot London draws on a legacy of fine British tailoring, combining luxurious fabrics and innovative design to create a confident, refined elegance through our versatile collections.

ANY SIGNATURE PIECES?

Signature styles include clean-cut masculine tailored blazers, crisp white cotton shirts and covetable silk crepe separates, all of which offer a modern twist on tailoring.

STAND OUT PIECES FROM THE AW12 COLLECTION?

The AI jacket in Prince of Wales check with leather trim details. Every woman needs a jacket like this in her wardrobe. Throw it on and you'll instantly feel well put together.



WHO IS THE PERIDOT WOMAN?

The Peridot London woman is independent, elegant and impeccably stylish – the culture of the brand is versatile and the pieces work as the key 'go to' staples of a woman's wardrobe.

We're here at Vodafone London Fashion Weekend because we feel the event attracts a discerning shopper who will appreciate the Peridot London aesthetic.

WHAT SHOULD VODAFONE LONDON FASHION WEEKEND VISITORS LOOK OUT FOR?

Fine tailoring, luxurious fabrics, versatile and sophisticated separates.

LOOK OUT FOR PERIDOT LONDON AT VODAFONE LONDON FASHION WEEKEND, 20 -23 SEPTEMBER 2012.



WEAR TO GO

OUT AND ABOUT NEAR SOMERSET HOUSE

BOOK ONLINE WITH TOPTABLE

toptable
by OpenTable

Looking for stylish eats near Somerset House, look no further. Our friends at TOPTABLE have compiled their Fantastic Four – a list of the most fashionable places to eat, drink and ponder your purchases during Vodafone London Fashion Weekend.

Be sure to print out and bring with you or, if you're feeling super organised, make your reservations now.

2

THE DELAUNAY

One of London's most talked about restaurants of 2012, The Delaunay is an all-day café-restaurant inspired by the grand cafés of Europe. The evenings tend to be very busy so try booking for breakfast or lunch to beat the crowds.

[BOOK ONLINE](#)



3

THE SAVOY RIVER RESTAURANT

A restaurant that has become a London landmark, the fantastic French menu, beautiful Art Deco-influenced dining room and wonderful views of the river are sure to impress; make sure you try the cocktails!

[BOOK ONLINE](#)

4

HOMAGE AT THE WALDORF HILTON

An elegant dining room a few minutes walk from Somerset House. The soaring, gold-topped pillars make it the perfect place for a romantic dinner or special occasion. Be sure to try the Homage Patisserie where exquisite cakes and pastries are made on site.

[BOOK ONLINE](#)



1

INDIGO

Just a short walk from Somerset House, Indigo at One Aldwych is a fantastic retreat from the hustle and bustle of The Strand. Pop in for a lazy brunch, or to sip cocktails in the fantastic lobby bar.

[BOOK ONLINE](#)



FASHIONISTA OR FAUX SISTA

THINK YOU KNOW YOUR PREEN FROM YOUR ALEXANDER MCQUEEN?

Take our quick fashion quiz to find out if you are fashionista or a faux sista.



1 WHO MADE KATE MIDDLETON'S 2011 WEDDING DRESS?

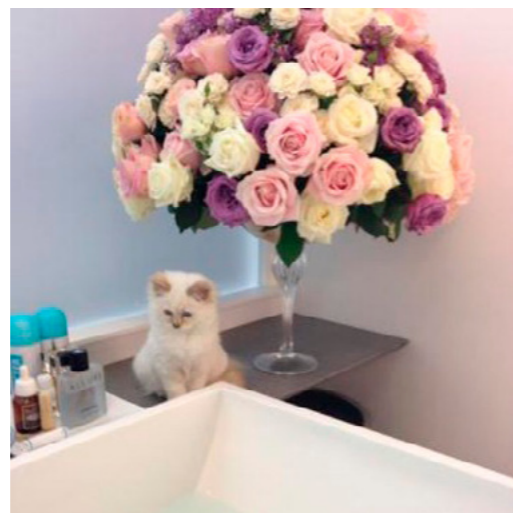
- a) Reiss
- b) Sarah Burton for Alexander McQueen
- c) Monique Lhuillier
- d) Oscar de la Renta

2 EMMA HILL IS CREATIVE DIRECTOR OF WHICH LUXURY BRITISH LABEL?

- a) Burberry
- b) Pringle
- c) Mulberry
- d) Aquascutum

3 WHAT IS THE NAME OF KARL LAGERFELD'S CAT?

- a) Chloe
- b) Tigger
- c) Choufleur
- d) Choupette



4 WHICH DESIGNER TURNED FILM DIRECTOR TO MAKE OSCAR-NOMINATED FILM A SINGLE MAN?

- a) Marc Jacobs
- b) Tom Ford
- c) John Galliano
- d) Valentino

6 WHEN WILL THIS YEAR'S VODAFONE LONDON FASHION WEEKEND TAKE PLACE

- a) 20th - 23rd August
- b) 20th – 23rd September
- c) 20th – 23rd October
- d) 20th – 23rd November

5 WHAT COUNTRY DO DESIGN DUO, VIKTOR & ROLF COME FROM?

- a) The USA
- b) Japan
- c) The Netherlands
- d) France



7 THE HERMÈS KELLY BAG WAS NAMED AFTER WHICH STAR?

- a) Dame Kelly Holmes
- b) Kelly Rowland
- c) Grace Kelly
- d) Gene Kelly



8 WHICH NON - FOR PROFIT ORGANISATION RUNS VODAFONE LONDON FASHION WEEKEND AND LONDON FASHION WEEK?

- a) British Retail Consortium
- b) Greater London Authority
- c) British Fashion Council
- d) Westminster Council

9 SIR PAUL SMITH COMES FROM WHICH BRITISH CITY?

- a) Birmingham
- b) Manchester
- c) London
- d) Nottingham

10 VODAFONE LONDON FASHION WEEKEND IS HELD IN WHICH WELL-KNOWN LONDON LANDMARK?

- a) Kensington Palace
- b) The O2
- c) The Natural History Museum
- d) Somerset House



Answers: Q1=B, Q2=C, Q3=D, Q4=B, Q5=C, Q6=B, Q7=C, Q8=C, Q9=D, Q10=D.