



glossy

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GEOFFREY FINCH

*part of the design
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What was your main point of reference for your S/S 10 collection?

This season we collaborated with a group of Aboriginal artists. The team worked together on different elements of the collection like the print and knit wear detailing.

Which three words best describe your collection?

Tongue in cheek!

Do you have a muse in mind when creating your collections?

Well, I've been greatly inspired by the different types of women that I have met all over the world. I would say that I have been influenced by the ones that were intelligent, truly individual and unapologetically seductive with a great spirit.

What would you say is the must have item for a woman to have in her wardrobe for S/S 10?

That would have to be the walk about anorak from our collection, which has turned out to be a best seller at Harvey Nichols. It is a short sleeved, big hooded anorak and comes in a candy colour- because what other colour would you want your anorak to be!

Precisely, it is all about bold colours this season. How would you say your aesthetic has evolved since your first collection?

Well our first collection was very basic when we started because it all came together by accident. We had a few pieces in our shop and were lucky enough to be spotted by Vogue

and everything took off from there. Since then our collection has become richer and more sophisticated. Our growth has opened new doors for us to explore more advanced techniques- whether that be through print design or in the construction of the pieces.

What do you like to do when you are not designing?

Hmmm, ask me in a few years! Well, in my free time I like to go to my business partner's place in the country. He lives in a gorgeous country house in Dorset.

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Beyond the Label



www.antipodium.com

Are there any designers or artists you would like to collaborate with in the future?

With regards to artists, give me Gilbert and George any day! We would also like to collaborate with some of the classic big brands. We have already done some work with Levi's and would like to team up with them again in the future. During my last trip to Australia, I saw some young artists who were creating very interesting pieces and I would like to collaborate with them at some point in the future.

Who was your favourite model of the season?

Carmen Kass.

Which brands are you drawn to when you shop?

I like Comme des Garçons, Bernard Willhelm and traditional British brands.

What does the studio where you design look like?

At this moment in time, because we are so crazy busy it looks like a pig sty! In fact, we had to have an emergency tidy up this morning to stop me from going insane.

Generally though, we always have a lot of pictures, drawings and other reference points on the walls.

What type of music do you listen to whilst you work?

When I get the opportunity to hijack the music, it always ends up being something like Danni Minogue's greatest hits!

What are your future goals for your line?

We are looking forward to introducing some jewellery pieces into the collection and starting a comprehensive menswear line.



I like the use of bold colour, graphic print and textures like denim and lace in your spring summer 2010 collection. What was your main point of reference ?

The denim and lace fabrications came from a rock n roll aesthetic. I was inspired by the early nineties and especially the Guns N' Roses video with Stephanie Seymour-November rain. The wedding scene in that video was one of the main reference points with respect to the use of denim and lace in the collection. But with regards to the other details in the collection like the tailoring and knitwear- that came from the perspective of what someone would wear to a Polo match.

When you design a collection, do you have a muse in mind to direct your creative process?

No, there is never one muse in particular which directs the

composition of my collections.

I am inspired by all sorts of materials and references. For example, when walking down the street I take in what people are wearing, how they put an outfit together and so on.

So far, the pieces in your collections are definitely not ones for the faint hearted or retiring wall flowers.

What kind of attributes do you think someone has to have to carry of your clothes?

Well you can't be shy, that's for sure! You have to be very comfortable in your own skin and be happy to experiment with clothes.

How would you say your aesthetic has changed since your first collection?

It has matured in a lot of different ways, for instance it has developed in the types of pieces present in the collection. It is also less brass and loud and definitely more refined.

But from looking at your current collection, I see it still has your trade mark stamp on the pieces-like the tongue in cheek slogan t shirts and so on.

Yes, the collections still retain that sense of fun and tongue in cheek attitude, which will hopefully remain with the brand.

Growing up, were there any designers in particular that stood out for you?

I loved early nineties Versace and Vivienne Westwood. Those were probably my two biggest influences growing up.

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HENRY HOLLAND

for 'House of Holland'



www.houseofholland.co.uk

So far you have collaborated with major fashion brands like Levi's, Pretty Polly and Debenhams. Are there any other designers or artists you would like to collaborate with in the future?

Well, I'm alright for now, I'm exhausted! It does often help to collaborate with other established fashion companies as they have the expertise, experience and contacts to showcase your work. For example, when I wanted to start a denim range in my current collection, I knew it would be useful to work with Levi's who obviously know what they are doing!

Which brands are you drawn to when you shop?

I wear a lot of Acne at the moment and anything by Marc Jacobs, as I love his use of colour and print. I also like Burberry, but I don't discount a piece of clothing because of what brand it is or go towards expensive labels - I just go for what I like.

What do you predict will be the biggest trend for S/S 10?

Coloured lace.

Of course, like the lace pieces in your collection that came in every

spectrum of the rainbow! What do you like to do when you are not designing?

Sleep!

Who is your favourite model of the season?

Dree Hemingway, she played the bride in my collection.

What are your future goals for your line?

I would like to continue building a great British based brand and branch out into different areas of design.

JADE JAGGER

for 'Jezebel'

www.harveynichols.com



What was the main point of reference for your current collection?

My current collection is called 'Pretty Vacant' and it was a nod to the punk revolution. I think the political climate has come full circle and we are living in a world where people are ready for a change again. There is a feeling of restlessness in the air, brought about by the fact that people feel that the world as we know it has to step up and take on some new political answers.

How much would you say the punk revolution influenced your collection?

Quite a lot, the punk revolution reminds me of that time around the late seventies when people felt vocalised about their emotions. So that reference point adds to the rebellious nature of the collection.

Which three words best describe your collection?

Promiscuous, rebellious and fun.

Growing up with a strong music and art background- how much would you say that that has influenced your creative process when designing your collections?

I think that it's influenced me a lot, I believe we are a very music led fashion brand and we appeal to people who are more into the music culture as opposed to the fashion culture. As for my art side, I think working with print design on parts of the collection like our t shirts, bears symmetry to my artistic background.

What kind of woman would you like to wear your clothes?

A young hearted woman with a lot to say and who has the confidence to express herself freely.

Having been the creative director of the exclusive jeweller's 'Garrard', how different is the design process when designing clothes as opposed to jewellery?

When I was the creative director of Garrard, I worked in a large corporate team. Now, when I make the jewellery for my line I collaborate with a more organic team of people and we work in a more home spun way. So the biggest difference is that the team functions as more of a family and less of a corporate entity.

Growing up, which fashion designers stood out for you?

I grew up in New York and I was surrounded by all the fashion designers that were tailored for the wealthy working woman. Designers like Halston, Calvin Klein and Diana Von Furstenberg. Personally I was influenced by YSL and Chanel.

In your spare time, what do you like to do the most?

I like to cook, go to the beach and hang out with my family.

What piece of clothing would you advise all women to invest in for the S/S 10 season?

I think that everybody should invest

in something that looks great on them and makes them feel good inside. I think it's more important to judge clothes on how they make you feel within as opposed to how you look on the outside.

Are there any designers or artists you would like to collaborate with in the future?

There are lots of music artists I would like to work with in the future. Artists like Mark Ronson and Coco and in general musicians that want to have a say in a fashion outlet; but not in the overly classical way of just throwing their faces on a t shirt.

What does your design studio look like?

We have just moved from our large warehouse studio in West London and into our new studio, which will be in my shop on All Saints road.

What type of music do you listen to whilst you work?

It depends, we tend to go from pop hits on Radio One to listening to my boyfriend remixing or composing a song. When I really feel the need to concentrate, it helps if I listen to slower music- so something more classical.

What are your future goals for your line?

I am really excited about having our own retail outlets. I think it is a great expression for us and a way to really create the world of Jezebel.



YONG
for 'Yong'





www.harveynichols.com



Tell us a little bit about your background?

I am from Malaysia and I came to England about thirteen years ago. I studied Womenswear (BA Hons) at Edinburgh and then went to Central St Martins to do an MA. When I graduated from St Martins, I began working for Ghost before starting up my own line.

Growing up, did you always want to be a designer?

Yes, my mother was a dress maker and she was a great influence for me growing up.

How would you describe your collection?

In this collection I focused on the very essence of femininity and used detailing like draping and delicate textures to bring that across.

Which three words best describe your collection?

Feminine, modern and sexy.

Did you have a muse that inspired you for this collection?

I was inspired by the actresses from Old Hollywood like Audrey Hepburn.

What kind of woman would you like to wear your clothes?

Any kind of woman can wear my clothes as long as she doesn't let the outfit wear her.

What do you predict will be the biggest trends for S/S 10?

Bold colours and putting colours together that clash.

What do you like to do in your spare time?

When I can find the time I like to go to the cinema and read in book shops. I also love to cook.

Which brands do you find yourself drawn to when you shop?

I am not into buying big labels; I just like to buy good clothes.

Which is your favourite city to shop in?

Tokyo, but I haven't been!

Then how do you know it's the best?

Because of what I have read and seen on TV about Tokyo.

Who is your all time favourite model?

Claudia Schiffer.

What does your design studio look like?

For now my studio is my bedroom, so it can get a little messy!

What kind of music do you normally listen to when you work?

Classical or jazz.

Where are your clothes sold?

Harvey Nichols and Liberty's, the line is quite exclusive at the moment.

What are your future goals for your line?

I would love the line to become an international brand.



MARCUS LUPFER

for 'Marcus Lupfer'





www.marcuslupfer.com



What was your main point of reference for your S/S 10 collection?

It is actually a development from the collection in the last season, so it did not originate from a focused reference point. The collections evolve and always borrow ideas from their predecessors. 90% of the current collection is jersey and knit wear based.

Which three words best describe your collection?

Sexy, easy and modern.

What kind of woman would you like to wear your clothes?

My clothes are not difficult to wear, but I think whoever wears them should be interested in fashion and know how to have fun with it and enjoy it. Like you!

Thank you. How would you say your aesthetic has evolved since your first collection?

It has got more simple, easy to wear and less colourful.

Is there any particular reason for that?

When I first started my collections, they were always heavily related to my shows. But now I don't do catwalk shows, my collections are tailored to fit my shop and the customers that go there. As a result of that, my pieces have become much more wearable.

What do you think is the must have item for a woman to have in her wardrobe for S/S 10?

I think it's still the LBD (Little Black Dress). It's sexy and timeless.

You have collaborated with reputable fashion companies like Topshop. Are there any other designers or artists you would like to collaborate with in the future?

Actually at the moment I am having talks with a company but I can't give you anymore details about that because it's a secret. But it's very exciting and when you see the end results, you are going to die because it's so cool!

Well I look forward to a fashionable death! What do you like to do when you are not designing?

I love to travel.

Where was your last visit?

India. I went to Delhi, Bombay and then went down south to Kerela. We have our factory there and I did some work and of course found some time to relax!

Who is your model of the season?

Vlada Roslyakova.

When you shop what brands do you find yourself drawn to?

Balenciaga, Dior and Markus Lupfer!

But of course, do you do menswear as well?

My brand is unisex.

What are your future goals for your line?

I want my line to continue to grow and eventually I would love to open a shop in London, Tokyo and New York.