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ALN is now Artefact

From October 2014, *Arts London News*, became *Artefact Magazine*.

Still produced by students on the BA Journalism, BA Sports Journalism and BA Photojournalism courses at London College of Communication, *Artefact's* website can be found at www.artefactmagazine.com.

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LCF graduate to organise International Fashion Showcase

London College of Fashion graduate and Editor-in-chief of *Dash* magazine, Noemie Schwaller, is planning to organise the International Fashion Showcase with the Swiss Embassy at London Fashion Week next year.

The showcase saw 19 embassies and cultural institutes across London display the work of 93 international emerging designers from 24 countries last year. The public, international press and buyers explore collections of some of the most innovative emerging fashion designers from around the world.

Schwaller launched her own fashion magazine last year. London-based *Dash* magazine was launched in February 2012 and features in-depth editorial content.

In addition the publication acts as a launch platform for emerging illustrators, photographers, designers, artists and journalists. The Unique selling point of 'Dash' is that it is a BI-ANNUAL fashion magazine, which substitutes conventional press images for illustrations.

Dash initially started as Schwaller's MA Fashion Journalism final major project, but once she completed her MA, she launched the publication during London Fashion Week by distributing it across VIP lounges and in gift bags.

Schwaller's priority in launching *Dash* was to find an affordable printing company and a reliable distribution company.

She then began to promote the magazine by talking to PR companies about collaborations and distribution during London Fashion Week.

"Luckily there were quite a few people who liked the product and were happy to collaborate," she explained.

Together with her friend Petra Loibl she organised a successful launch party, which took place during London Fashion Week in February 2012.

"It's great to see all those people who like *Dash* magazine, have contributed to it, or want to be part of it, coming together and having a blast.

"We will now celebrate every issue with a party – so many launches to come!" Schwaller said.



The magazine is used as a platform to display fashion illustrator's work. [Dash Magazine]

"With so many magazines on the market that use the same press images, Dash stands out from the crowd with its unique image handling." Noemie Schwaller

Schwaller used a private investor to fund *Dash* for the first 1-and-a-half issues, but due to spending less than anticipated, she had enough money left over for the second issue.

Schwaller describes her experience of being Editor-in-chief of *Dash* as a “dangerous yet thrilling mixture of excitement and exhaustion”.

She believes that the fresh and surprising aesthetic coupled with commissioned texts and illustrations is what makes *Dash* relevant in the magazine industry and the art-world.

“With so many magazines on the market that use the same press images, *Dash* stands out from the crowd with its unique image handling.

“It shows that ‘different’ is possible and effort is worthwhile,” she commented.

“I aim to fill this gap in the market and give those fashion illustrators a platform.” Noemie Schwaller

Schwaller explained that not many publications use illustration, which makes it hard for fashion illustrators to have their work seen and their pieces published.

“With *Dash* magazine, I aim to fill this gap in the market and give those fashion illustrators a platform,” she added.

Schwaller is currently preparing for an interview on The Stack – a radio show that focuses on the publishing industry, where she will talk about the third issue of *Dash*.

Tags: [Dash](#), [Fashion Journalism](#), [Fashion magazine](#), [Illustration](#), [London Fashion Week](#), [New York Fashion Week](#), [Noemie Schwaller](#), [Noemie Shwaller](#), [Petra Loibl](#), [Swiss Embassy](#), [The Stack](#)

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