

DASH

FLUID
FAITH

Ralph Toledano – Adam Cooper – Blagovesta Bakardjieva – Steven Stipelman – Marc Turlan – Scott Matthew

4

Illustrating Fashion

DASH

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CONTRI BUTORS



Isamaya Ffrench

Isamaya is an internationally renowned make-up artist and illustrator. Her work focuses on materials and their interactions with the body, exploring her ideas in a highly spontaneous and versatile medium. She regularly contributes to editorials for prints such as *i-D*, *Interview*, *POP* and *L'Officiel* and has produced art for the Galeries Lafayette. Also a performer and consultant for the Theo Adams Company, who have performed for Louis Vuitton, the ICA and, most recently, she's held a residency at Robert Wilson's Watermill Center in New York.

isamayaffrench.com



Marlon Rueberg

London-based Marlon distinguishes his work by engaging with multiple platforms and mediums, providing art direction in a variety of fields. He previously worked with Art Directors Timko & Klick and has art directed fashion films for SHOWstudio, Alexander McQueen and House of Flora. He's also a guest tutor at the Royal College of Art for their MA 2013 fashion millinery and shoe graduate course. Marlon's egg needs to be punctured with a needle before it's put in boiling water for 5.5 minutes. Make it an extra 20 seconds if it's a bigger egg. After a 10 second cold water shower it then is the perfect soft-boiled egg with hard-boiled egg-white and waxy, runny yolk.

marlonrueberg.com



Blagovesta Bakardjieva

Bulgarian-born Blagovesta's work is concerned with emotions, body language and contrasts, with numerous commissions for lingerie giant Palmers as well as for the Publicis Group. The freelance illustrator and artist is based in Vienna. She studied graphic design and illustration at the University of Applied Arts Sofia before completing her studies in the graphic design class at the University of Applied Arts Vienna, under Fons M. Hickmann in 2006. Blagovesta prefers her eggs soft-boiled.

carolineseidler.com



Laura Ann Huber

Laura is a Berlin-based fashion designer and illustrator, who teaches the illustration class at the Bauhaus University in Weimar. She creates intuitively and is mainly inspired by everyday life and abstract art. Laura has a sensitive way of showing the imperfections of things and people in her illustrations. They seem to include a hint of coincidence, but actually show the miscellaneousness of life itself and its peculiarities. Her themes are courageous and curious, as are her experiments on structures, colours, shapes and techniques. Laura loves her eggs sunny side up on lovely wholemeal bread with herb salt and chives.

lauraannhuber.de

Illustration: Uli Knörzer



Jason Lear

Jason is an illustrator based in one of London's leafy northern suburbs, living in a 19th century cottage. By day he spends his time being pursued at every inconvenient opportunity by a small, greying, black and white cat. By night, he's trying to be creative while fighting the need to sleep. His artwork explores the deliberate nature of the accidental and expressive, often minimalist, mark-making depiction of human form. How one likes their eggs is a contentious issue, but Jason likes them - in the form of a cake, they satisfy him most.

jasonlear.tumblr.com



Eugenia Alejos

Eugenia graduated with honours in fashion design before moving to Portugal to study new techniques in illustration and fabric technologies. She spent her childhood in a family where values such as work, honesty, respect and love helped her develop her creative potential. Currently she mixes her passion for design with illustration, using extreme abstraction with perhaps the suggestion of a horizon line, as well as subjects relating to the places she's visited, drawing the viewer into compositions she sees, imagines and feels herself. Eugenia loves eggs. Mixed with a lot of potatoes they create one of Spain's favourite recipes.

eugenialejos.com

M O O D &

GLENN MARTENS

From Transept to Concept
by Mariel Reed

At first glance, his collection appears monastically sober, but it is tinged with a medieval modesty that brings to fruition beauty as a basic form. For Glenn Martens, construction is key. It's not about calling attention to the clothes, but demanding the concentration of an audience. There's no flash or vibrancy to draw you in; just clean and simple shapes. Though these long and lean silhouettes appear unadorned, the garments are fabricated with every consideration in mind; each pleat, each seam down to the placement of fastenings has been exacted.

The elongated contours resemble the towering influence passed on from adult to adolescent – the moment when a kid decides to grow up. Maturity as a state of mind rather than a physical embodiment is found when a directionless youth finds someone to look up to, to emulate and perhaps even idolise.

The clothes are no more feminine than they are masculine, yet they manage to fall on the female form in such a luxurious way that T-shirt shapes with floor-length skirts and high necklines emphasise a richness in maturity. At the same time, they transform the simple possessions of a medieval monk to something elegantly divine.



S T Y L E

Collages: Diego Soprana

MULTI-LAYERED HEMLINES

A Layered State of Mind
by Melissa Smith

Where does one garment end and another begin? A plethora of multi-layered hemlines displaying asymmetry, segment and mesh-infused details foretold the complex dress of ladies and the content of their wardrobes this season.

From the variation of lengths and lines, the modern female would opt for a longer, modest approach of the new hemline-hybrid accommodated in the sophistication presented through Acne Studios. A greater consideration of functionality and a utilitarian aesthetic were entertained by Y-3. Evading this, turn to a more sensual, romanticised version of the trend; lace overlays and delicate details make for a carefully crafted, multi-faceted look. The 21st century siren would seek a revealing interpretation, to the pleasure of males everywhere. Cavorting carelessly in Chanel and Alexander McQueen, validating the trend's timelessness transcendence of wearers.

This less spritely season need not be the time to cover up; extend the inevitable lucid layering to the details in the hemline and welcome the chill with an ensemble that explores the powers of sexuality, escaping the excess of material. If you're not ready for the ice, then protect yourself and witness the gravity-aided battle to the ground with hems aplenty and an overtly layered state of mind.

Acne Studios, Agi & Sam, Alberta Ferretti, Alexander McQueen, Altewai.Saome, Band of Outsiders, Chanel, Christian Dior, Givenchy, Guy Laroche, Haizhen Wang, Preen, Suno, Tibi, Y-3, Yigal Azrouël, Yohji Yamamoto

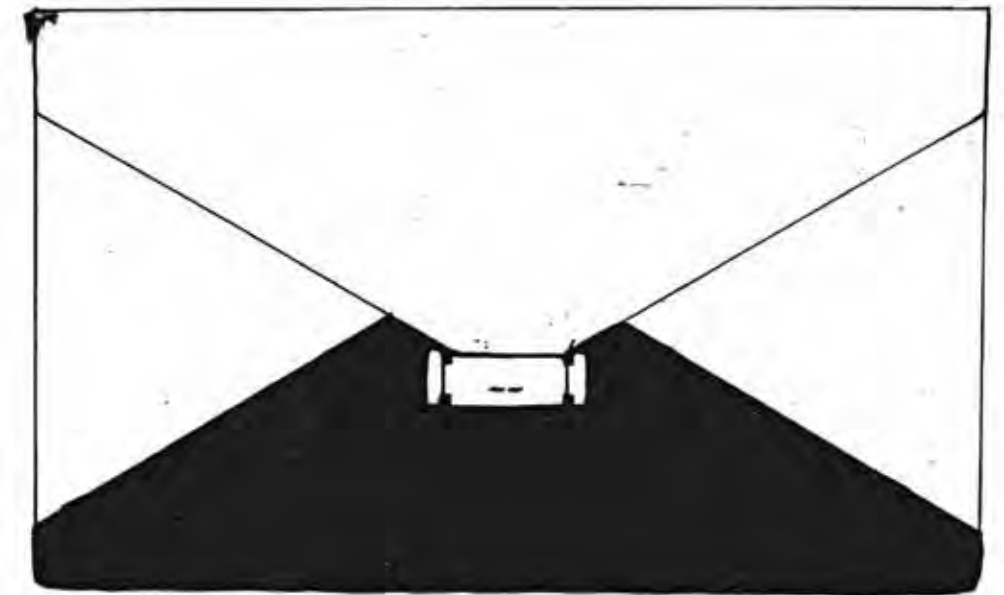


BACKSTAGE MOMENTS

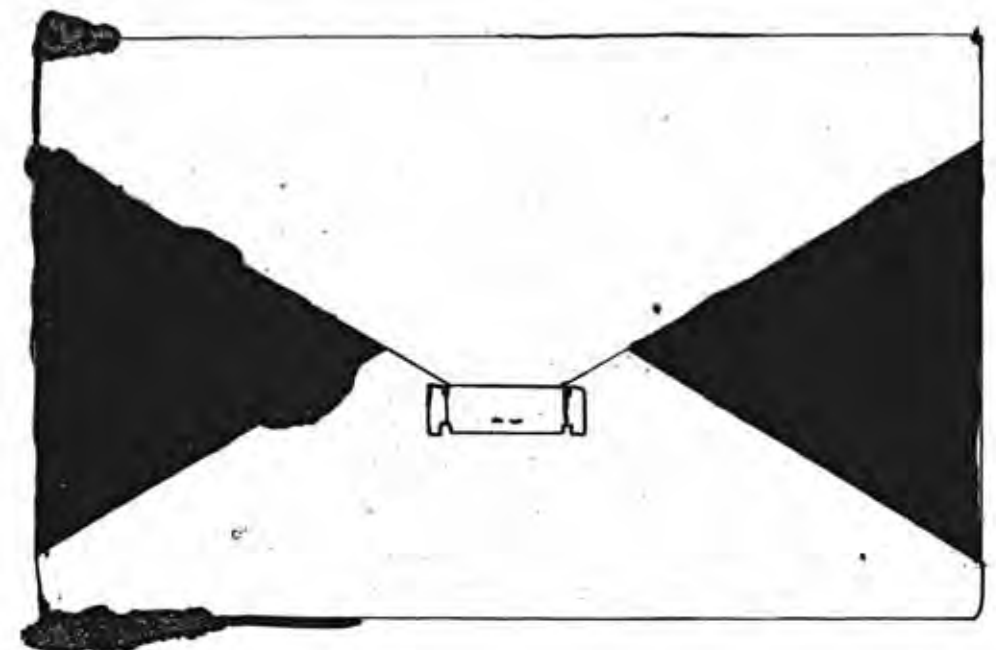
Photography: Lea Colombo



APERLAU



CÉLINE



HELLO, MY NAME IS PAUL SMITH

After several exhibitions of the Paul Smith brand such as *True Brit* or *Uniforms*, the Design Museum London – devoted to architecture and design – now showcases and celebrates the brand through collections selected by Paul himself. The different stages of design and production are explored, offering a rich insight into the design process and highlighting how the principles of traditional craftsmanship and techniques of tailoring are retained, but given a contemporary edge. The documenting exhibition includes a recreation of Paul's personal office, containing a myriad of books and objects that are a continual source of inspiration. It also holds a recreation of Paul's first shop in Byard Lane, Nottingham, which measured 3 x 3m, alongside an immersive digital room rich in still, hand-drawn and moving images with projections of rarely seen behind-the-scenes footage. Thoughts narrated by Paul himself place you in the designer's mind.

The exhibition will be open November 2013 – March 2014, with an accompanying book to coincide with the exhibition entitled *Hello, My Name is Paul Smith: Fashion and Other Stories* published by Rizzoli New York, priced at £45.

ture, Swiss-made watches, china, childrenswear and fragrances sold in 35 countries. In spite of its scale, and because of its understanding of the roles of the retailer, Paul Smith has retained a personal touch: Each store is unique in its interior as well as exterior design, and there are two in his birthplace Nottingham, one of them dating back to 1970 – his first ever store. The range is as expansive as it is voluptuous: From a shocking pink building with movie set styling on Melrose Avenue, L.A., to a Japanese garden at the heart of the Jingumae store in Tokyo, each shop serves as a showcase for a range of diverse and eccentric objects complementing the clothing collections with an extensive selection of jewellery, books, art and antiques.

Apart from his stores and own collections, Paul's constantly being asked to design things for, or in collaboration with, other brands, whether within the realms of fashion, music or product design. As part of this, he's created a running shoe collection for Reebok in luminous colour combinations as a limited edition, and collaborated with numerous names including

Burton Snowboards, Leica Cameras, Swifty, Barbour, Talking Heads and David Bowie. Looking at the impressive scale of its international operations today, we find a whole world of creative processes, collaboration, inspiration, wit and beauty; a global forum for culture and style. The title of his book, *You Can Find Inspiration in Everything...*, itself has been an inspiration for many aspiring as well as established creatives. In this context, slowing down is not part of his character, as Paul keeps sharing the passion for, and knowledge of, creation: "So many fashion designers think the fashion shows are the main events throughout the year, but they're not, they're just part of the process. That's what I'm trying to get across when talking to students," he recounts.

The designer was born in 1946 in a city now looking back on a long but lapsed historical connection with lace manufacturing. It's questionable whether the conditions of the East Midlands' city of Nottingham have been an influence on Paul, but beyond doubt a classic approach is central throughout his body of work. He held his Autumn / Winter 2013 womenswear show against the dramatic backdrop of the Tate Modern, showing a rather masculine collection displaying a beautifully rich and vibrant colour range. Simple styles that exude a sense of modernity and feature his British tailoring signature: modern classics in a variety of textures. The men's collection, then, came in muted colours with Mondrian-inspired patterns paired with multi-coloured houndstooth on knitwear and coats. Paul's focus for the upcoming 2014 season remains on the key features of British tailoring: the double-breasted trench, slim-legged trousers, the shirt and tie. Pre-eminent in his field, his love of tradition and the classics have led to an apparent Englishness being evident throughout his collections, whether in mens or womenswear. 'Modern Classics' is what the Paul Smith brand has perfected, and that embodies something always highly in demand.

This is not to say his collections are sameish in any way. The breadth of his inspiration is matched by the variety of his designs. With regards to inspiring objects, Paul mentioned to me that his own office was 'full of things, beautiful kitsch – no value; lots of value', and that every day he got sent objects from around the world from people of all ages and origins. "There's this girl who's been sending me origami for years. There's this unknown mystery person who's been sending me things for 20 years, very sensible things, for example a ski, a skateboard, a piece of wood, a traffic cone, a broom. It became performance art, with the postman arriving with this bulky cowbell around his neck. We had a huge plastic daisy arrive last week. I've been told off by the girls in the office recently, as, too full, it gets out of hand, and just in that moment the door opened and five boxes of spinning tops arrived with just a note saying: 'We know Paul likes things, use it for him!'"

4. INTERVIEWS



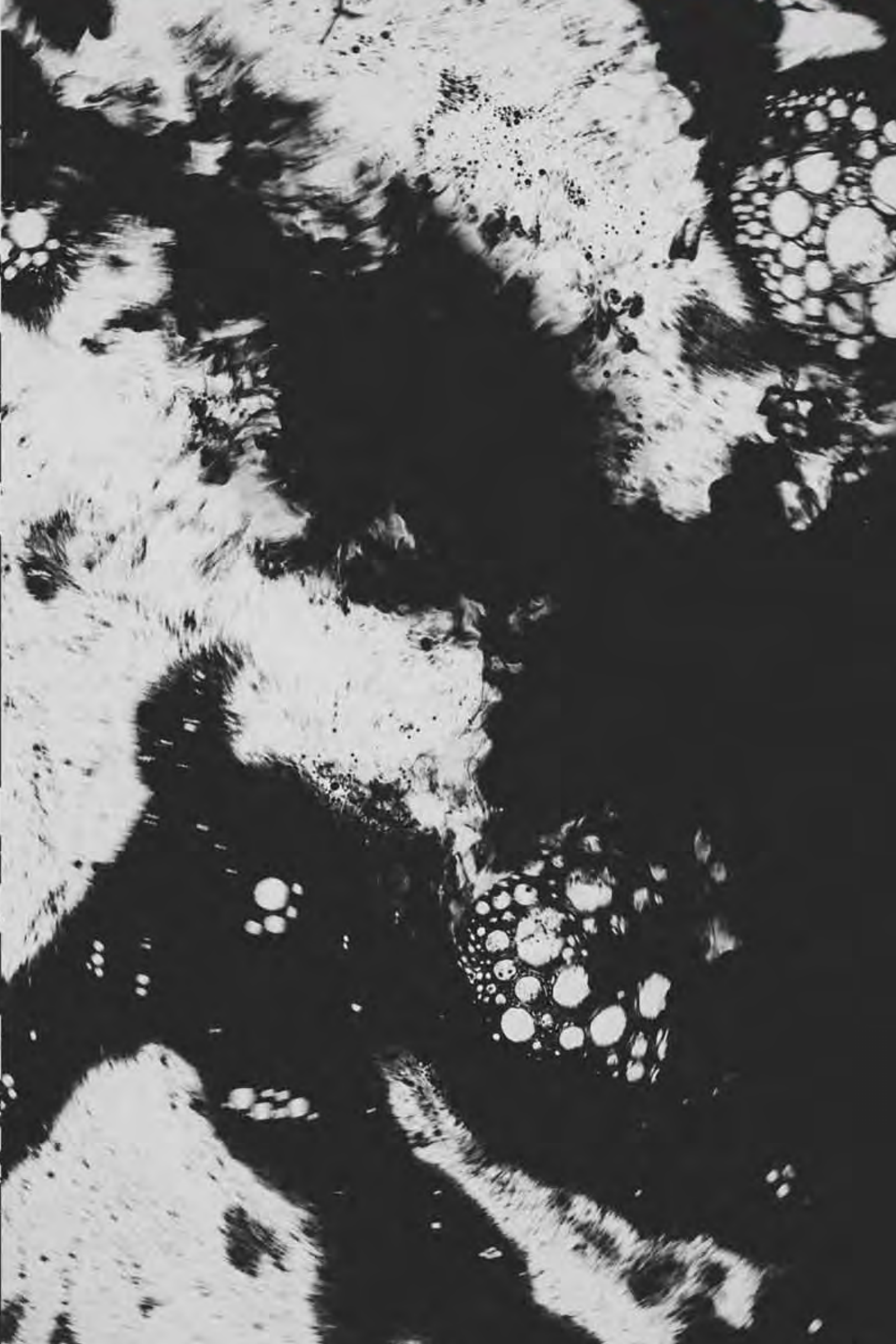
White high-collar shirt: **Cos**





Sosheba wears
Shirt, bra and trousers:
Natasha Somerville
Beaded harness: **Maison Close**
Underwear: **Gossard**







Opposite: Manque II / Selfportrait, magazine and resin, 2007, courtesy of the artist