

SHOW ME THE MONEY

STEPHEN QUINN –
PUBLISHING DIRECTOR,
VOGUE



30 April 2014







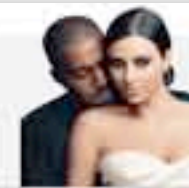
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Showcasing the Power of Brand Vogue

BY ROBIN MELLERY-PRATT 1 APRIL, 2014

The third Vogue Festival held over the weekend in London's Southbank showcased the power of brand Vogue, and the breadth of its ambition in fashion education.



BoF 500 ^{NEW}



Costanza Pascolato

Guest writer, Vogue Brazil



The Italian-born businesswoman and fashion consultant is renowned in Brazil for developing the country's fashion media.

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VOGUE

MAY

The Great
**BRITISH
MODEL**
Takeover

**LIFTING THE LID
ON SUPERFOODS**

**COLOURS,
COMBINATIONS
AND CUTS**
*The new style
equations*

20

**BRILLIANT
BEAUTY
UPDATES**

**MOTEL
CALIFORNIA**
*LA star
style*

Vogue edit
**INDISPENSABLE
DAY DRESSES**

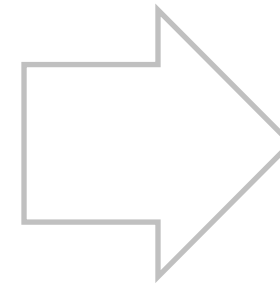
DAZZLING

1

**THE MONEY IS
STILL IN PRINT**



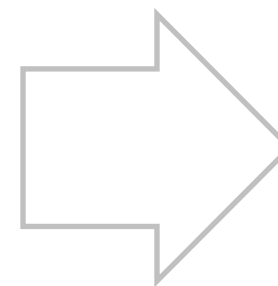
**€33M
GROSS**



**€17,500
YIELD
CPM: €87**



**€3M
GROSS**

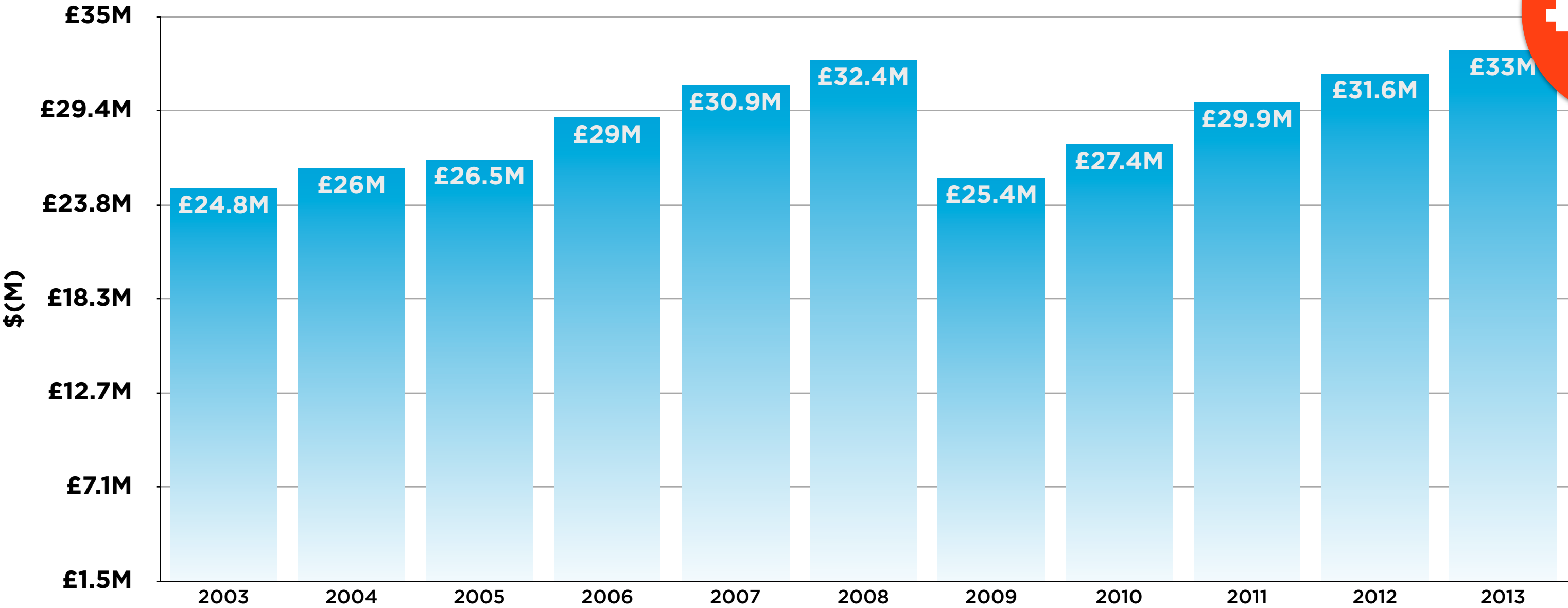


**VOGUE
CPM:
€50**

TOTAL DISPLAY ADVERTISING **GROSS REVENUE** FOR
SINCE 2003 (excluding Classified)

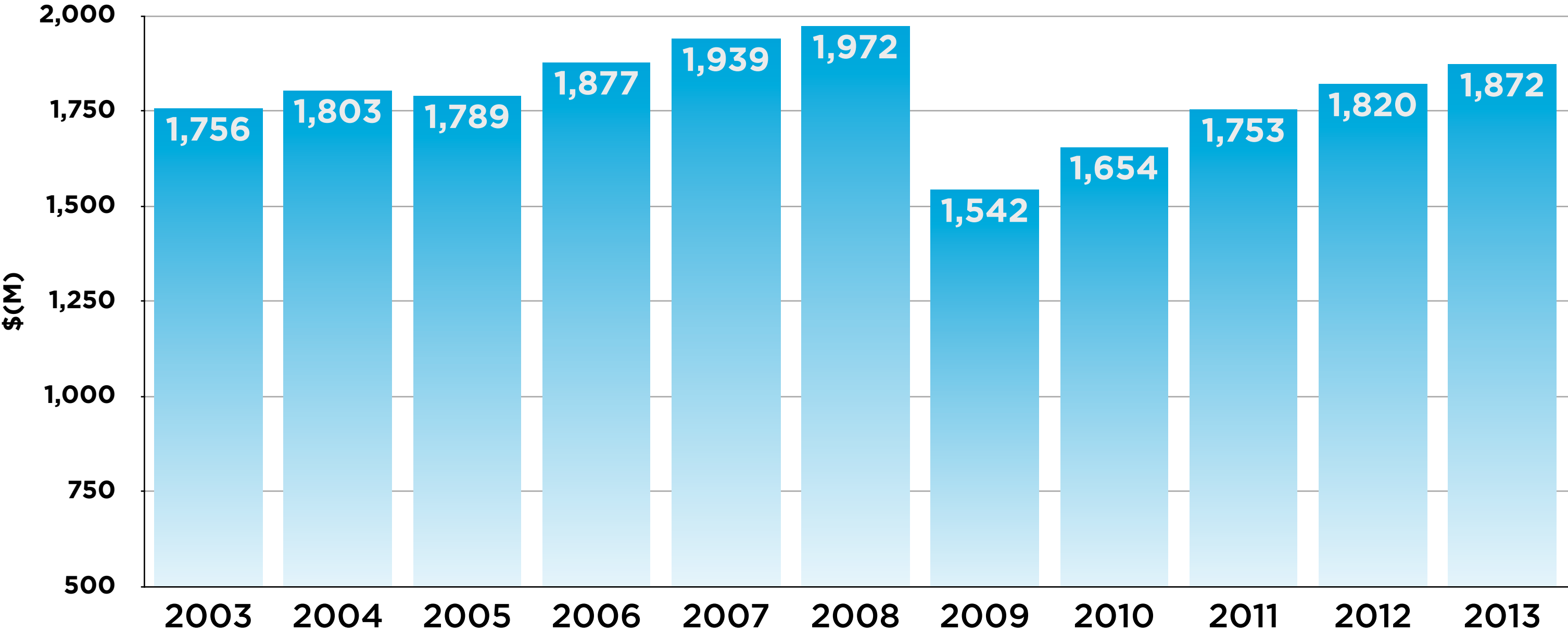
VOGUE

+33%

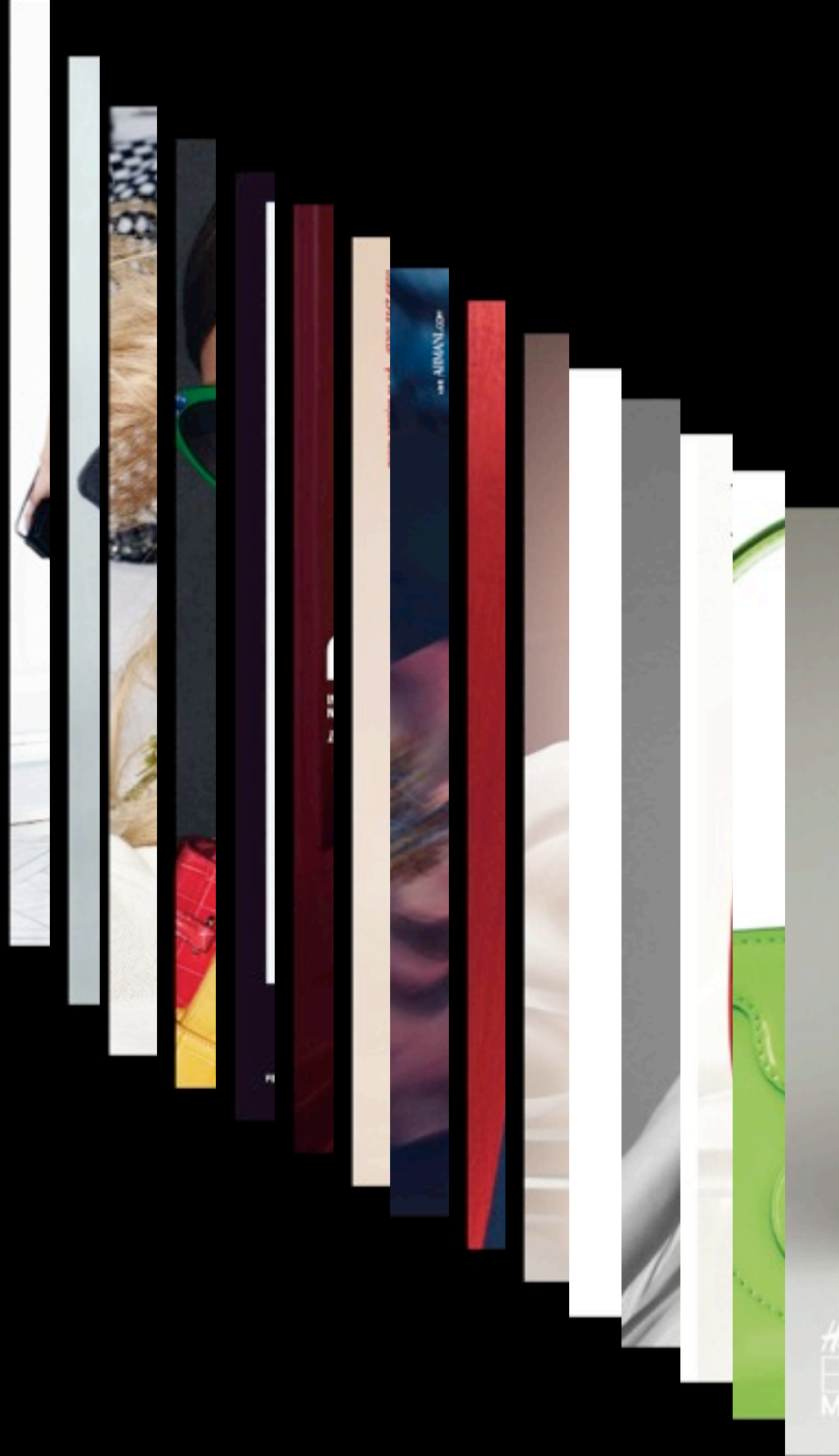


TOTAL DISPLAY ADVERTISING **PAGES** FOR **VOGUE**
SINCE 2003 (excluding Classified)

+7%



**Big spenders believe in
brand advertising...**





The spirit of travel.
Download the Louis Vuitton pass app to reveal exclusive content.

LOUIS VUITTON

Why **THE MONEY IS STILL IN PRINT ...**



- ★ Glamour
- ★ Elegance
- ★ History
- ★ Production values
- ★ The ultimate showcase

but you have to keep on proving this...

2

KNOWLEDGE DRIVES REVENUE

Part one...

KNOWING WHO YOUR TOP ADVERTISERS ARE...

VOGUE 2013 TOP ADVERTISERS **BY GROUP**

MAGAZINE (ranked on page volume)

1	LVMH GROUP	214
2	L'OREAL GROUP	129
3	CHANEL GROUP	106
4	KERING GROUP	97
5	ESTEE LAUDER GROUP	69
6	PROCTER & GAMBLE GROUP	68
7	COTY/LABELUX GROUP	54
8	PRADA SPA	47
9	H&M GROUP	43
10	RICHEMONT GROUP	34

WEBSITE

1	RICHEMONT GROUP
2	GUCCI GROUP
3	LVMH GROUP
4	ROLEX GROUP
5	CHANEL GROUP
6	TIFFANY & CO
7	BURBERRY GROUP
8	PRADA GROUP
9	H&M PARENT GROUP
10	AUSTRALIAN WOOL

KNOWING WHO YOUR TOP ADVERTISERS ARE...

VOGUE 2013 TOP ADVERTISERS **BY BRAND**

MAGAZINE (ranked on page volume)

1	CHANEL	106
2	CHRISTIAN DIOR	76
3	H&M	43
4	LOUIS VUITTON	42
5	GUCCI	34
6	RALPH LAUREN	33
7	KURT GEIGER	33
8	GIORGIO ARMANI	28
9	DOLCE & GABBANA	26
10	ESTEE LAUDER	22

WEBSITE

1	CHLOE
2	ROLEX
3	NET-A-PORTER
4	CHANEL
5	TIFFANY
6	BURBERRY
7	PRADA SPA
8	HENNES
9	CARTIER
10	AUSTRALIAN WOOLMARK

Benchmarking competitors

Women's Fashion

FEB 13-JAN 14 v FEB 12-JAN 13

Publication	Feb 13-Jan 14	% SHARE	Feb 12-Jan 13	% SHARE	+/-	+/- %
Women's Fashion	7,363		7,196		167	2
Vogue	1,748	24%	1,693	24%	55	3
Elle	1,688	23%	1,648	23%	40	2
Marie Claire	1,556	21%	1,561	22%	(5)	(0)
Harpers Bazaar	1,298	18%	1,250	17%	48	4
Instyle	1,074	15%	1,044	15%	30	3

Largest volume gains

Vogue, +55pp

Harpers, +48pp

Elle, +40pp



DESIGN WOMEN'S STYLE

Céline London flagship unveiled

Céline is the latest luxury brand to open a flagship boutique on Mayfair's Mount Street

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Roksanda Ilincic to open London store

18 October 2013 | By Victoria Gallagher

London-based designer Roksanda Ilincic has confirmed the launch of a debut flagship store.

The brand will open a shop at 9 Mount Street in London's Mayfair early next year. The store, which has been designed in partnership with British architect David Adjaye, is situated in a Grade 2 listed building.

Roksanda Ilincic is the latest in a number of designer labels to have announced the opening of a store on the street in recent months. In September [Christopher Kane](#) announced it will open a store on Mount Street by the end of next year and [French luxury fashion](#)



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2

KNOWLEDGE DRIVES REVENUE

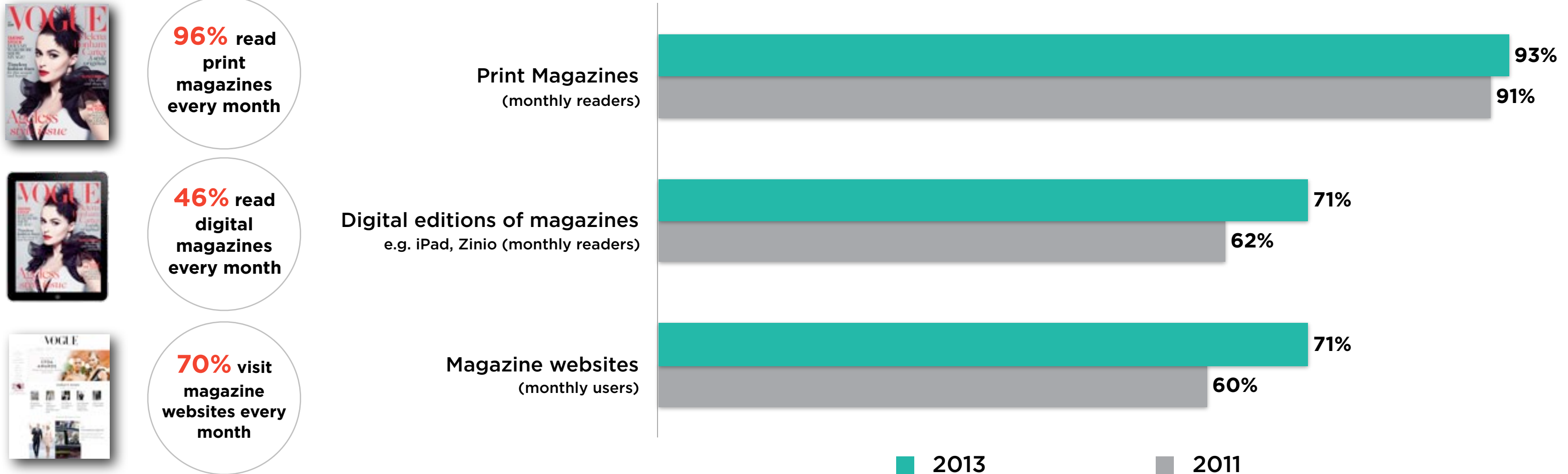
Part two...

TWO DECADES OF INVESTMENT AND INSIGHT...



PLATFORM AND AD ENGAGEMENT

Multi-platform magazine content is highly engaging - showing increases on 2011.



Q: When you encounter advertising on each of the following sources, to what extent do you pay attention to this advertising? (Always pay attention/sometimes pay attention) Base: Use each platform monthly/ expressed opinion.

LUXURY FASHION: MEDIA INFLUENCES

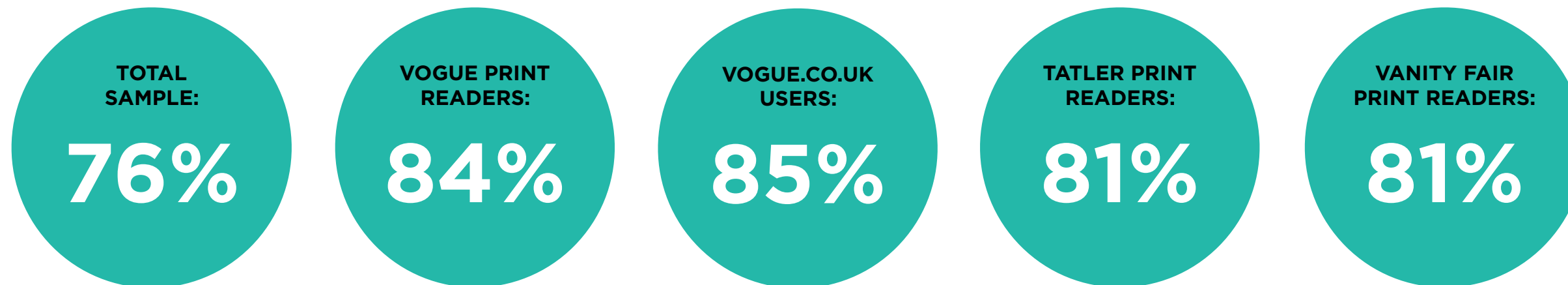
FASHION	TOTAL SAMPLE %	VOGUE PRINT INDEX	VOGUE. CO.UK INDEX	TATLER PRINT INDEX	VANITY FAIR PRINT INDEX
Reading about it in a glossy magazine	57%	116	111	117	98
Seen it advertised in upmarket/glossy fashion magazines	50%	124	123	124	106
Reading about it in a newspaper	36%	112	109	125	116
I have seen it advertised in weekend supplements	36%	112	115	131	119
I have seen it widely advertised	30%	114	124	119	120
I have seen it advertised online	26%	123	143	119	118
I have seen it advertised on TV	24%	99	120	95	109
Reading about it on a social media site	22%	126	160	107	124
I have seen it advertised on Outdoor posters	21%	120	132	107	98

Q: Which, if any, of the following factors influences you when buying a luxury fashion brand?

Source: The Vogue Business Report 2013 (conducted by YouGov - fieldwork took place March/April 2013, sample: 2,328)

LUXURY FASHION: MEDIA INFLUENCES

Influenced by any media...

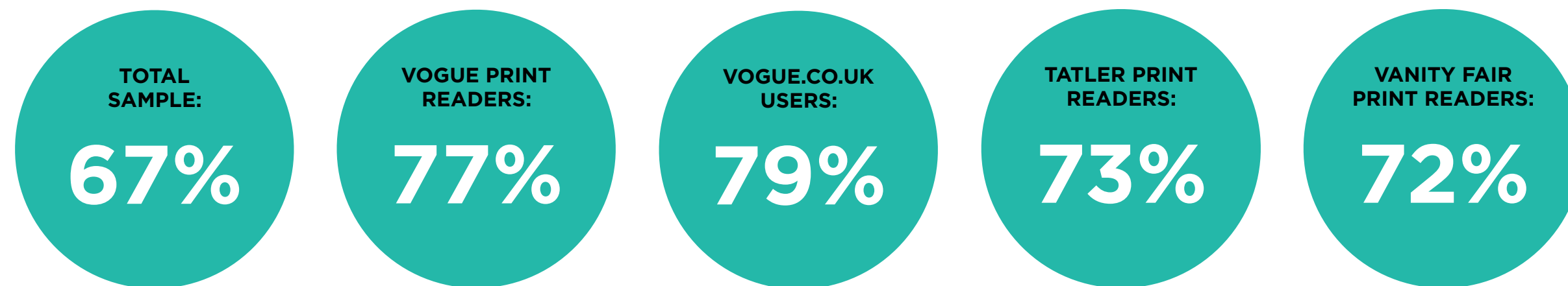


Q: Which, if any, of the following factors influences you when buying a luxury fashion brand?

Source: The Vogue Business Report 2013 (conducted by YouGov - fieldwork took place March/April 2013, sample: 2,328)

LUXURY FASHION: ADVERTISING INFLUENCES

Influenced by any advertising...



Q: Which, if any, of the following factors influences you when buying a luxury fashion brand?

Source: The Vogue Business Report 2013 (conducted by YouGov - fieldwork took place March/April 2013, sample: 2,328)

THE POWER OF GLOSSIES

PRINT

Quality monthly glossies deliver a high value on-target audience....



	Total Sample	Vogue	Tatler	Harper's Bazaar	Vanity Fair	Elle	Marie Claire	InStyle	Grazia
Own designer fashion	78%	92%	93%	93%	87%	85%	73%	80%	76%
Own premium beauty	88%	93%	94%	96%	91%	92%	87%	90%	90%
Own premium make-up	84%	90%	92%	92%	88%	90%	83%	87%	88%
Own premium skincare	63%	70%	72%	75%	69%	69%	65%	71%	65%

Source: The Vogue Business Report 2013 (conducted by YouGov - fieldwork took place March/April 2013, sample: 2,328)

THE POWER OF MAGAZINE WEBSITES

WEBSITES

Quality magazine websites deliver a high value on-target audience....



	Total Sample	Vogue.co.uk	Harpersbazaar.co.uk	Vanityfair.co.uk	ElleUK.com	Marieclaire.co.uk	Instyle.co.uk	Graziadaily.co.uk
Own designer fashion	78%	89%	92%	89%	85%	81%	84%	86%
Own premium beauty	88%	92%	91%	89%	90%	89%	90%	90%
Own premium make-up	84%	87%	84%	82%	86%	83%	84%	84%
Own premium skincare	63%	70%	72%	71%	70%	68%	70%	70%

Source: The Vogue Business Report 2013 (conducted by YouGov - fieldwork took place March/April 2013, sample: 2,328)

Brand affinity increases with touchpoints...

1 platform



72%

2 platforms



74%

“I TRUST ITS RECOMMENDATIONS”

Brand affinity increases with touchpoints...

1 platform



75%

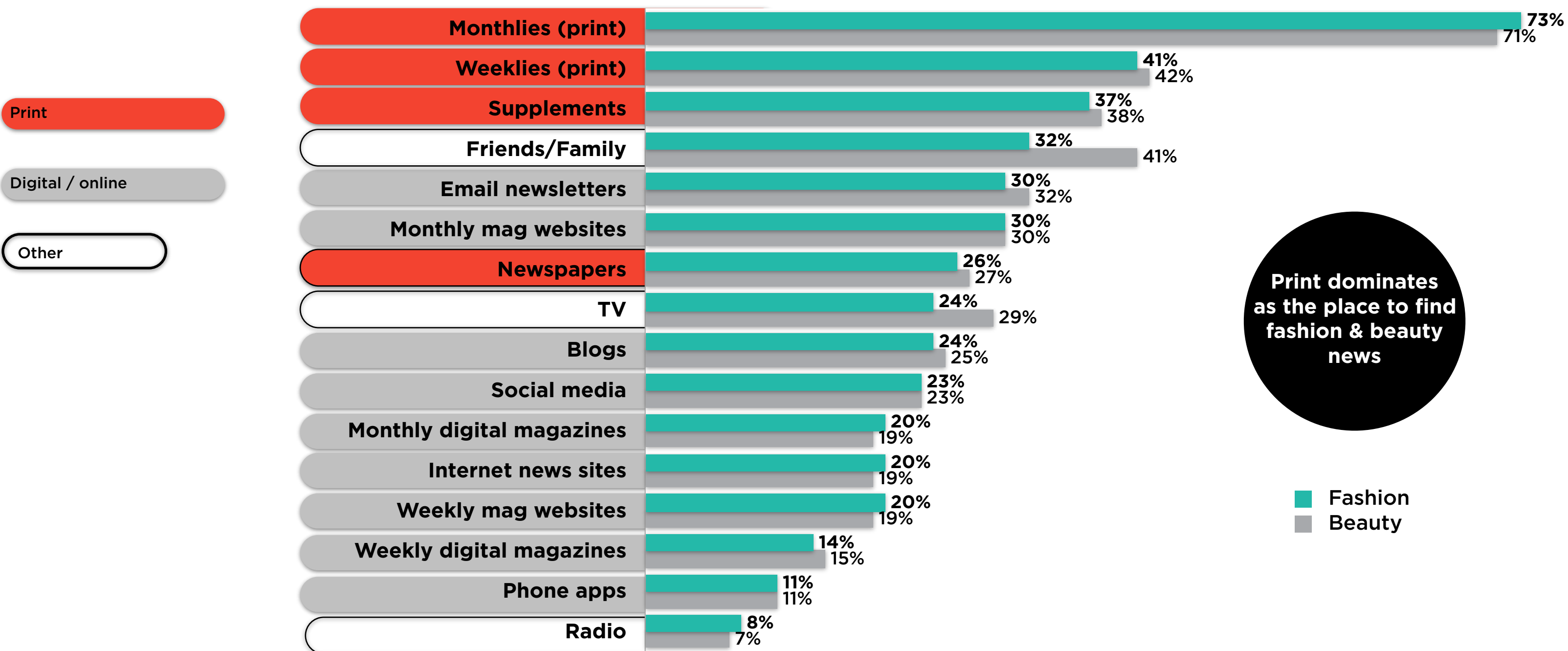
2 platforms



79%

“I’M INFLUENCED BY FASHION & BEAUTY ADS”

FASHION & BEAUTY NEWS



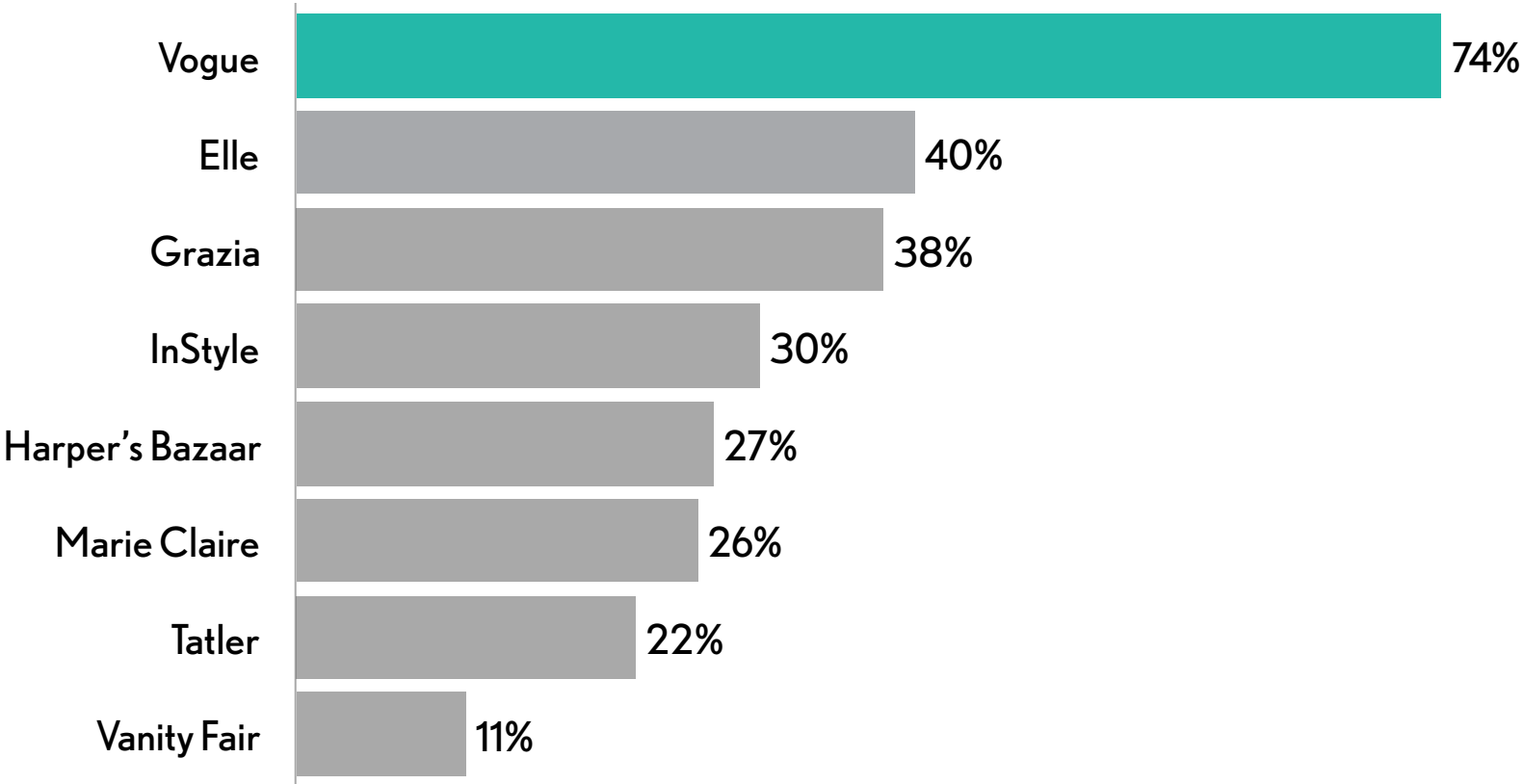
Q: Where do you find news about the following things? (Tick all that apply in each column)

Source: The Vogue Business Report 2013 (conducted by YouGov - fieldwork took place March/April 2013, sample: 2,328)

VOGUE BRAND POWER

“[Vogue] has a lot of authority on fashion. You know what it’s saying is researched and trend-setting”

This magazine is the first place to find new fashion trends

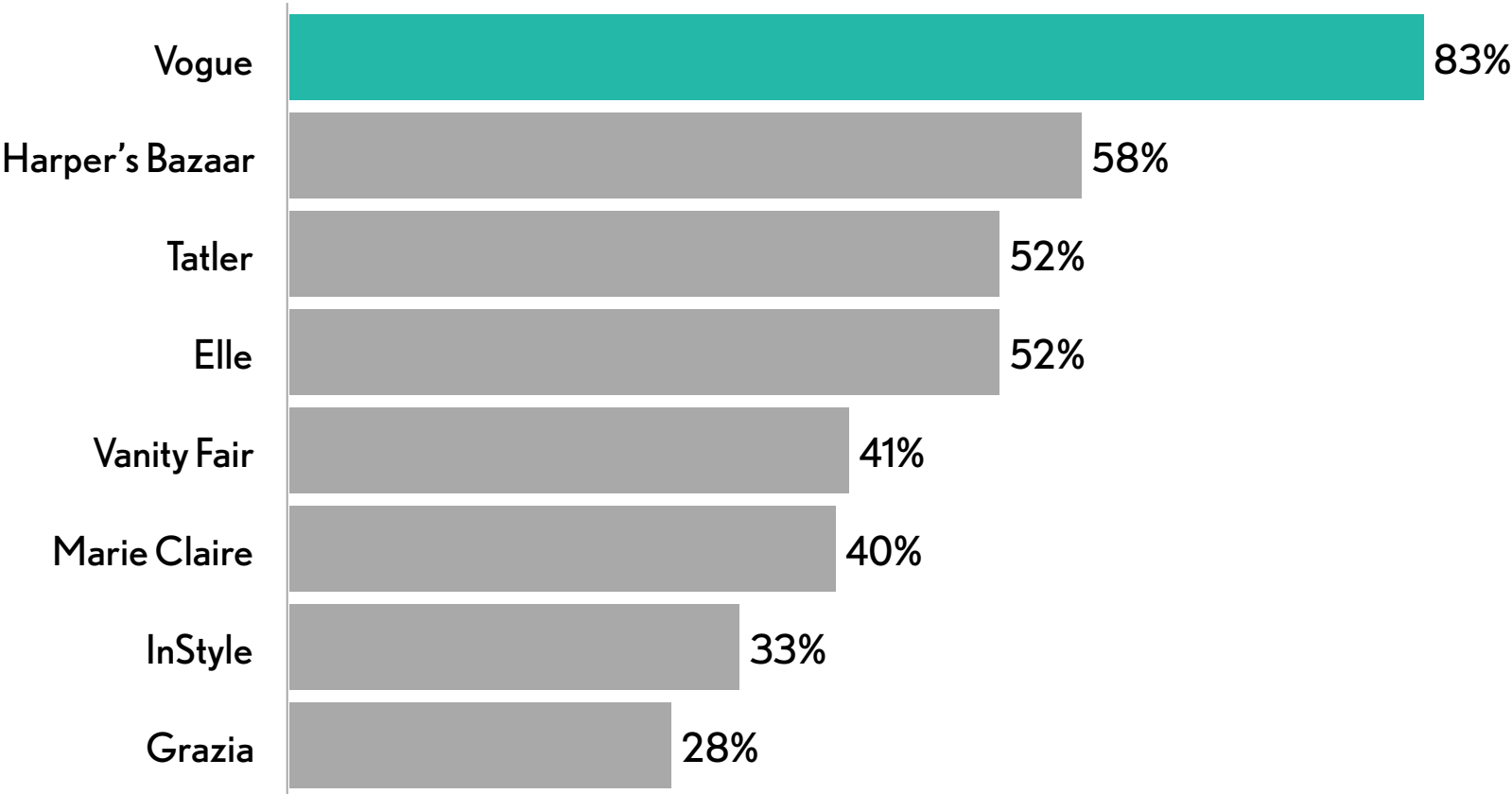


Q: With which of the following magazines do you associate each of these statements and descriptions? Base: Readers of each title

VOGUE BRAND POWER

“I associate luxury brands with advertising in [Vogue]”

This magazine features the top fashion advertisers

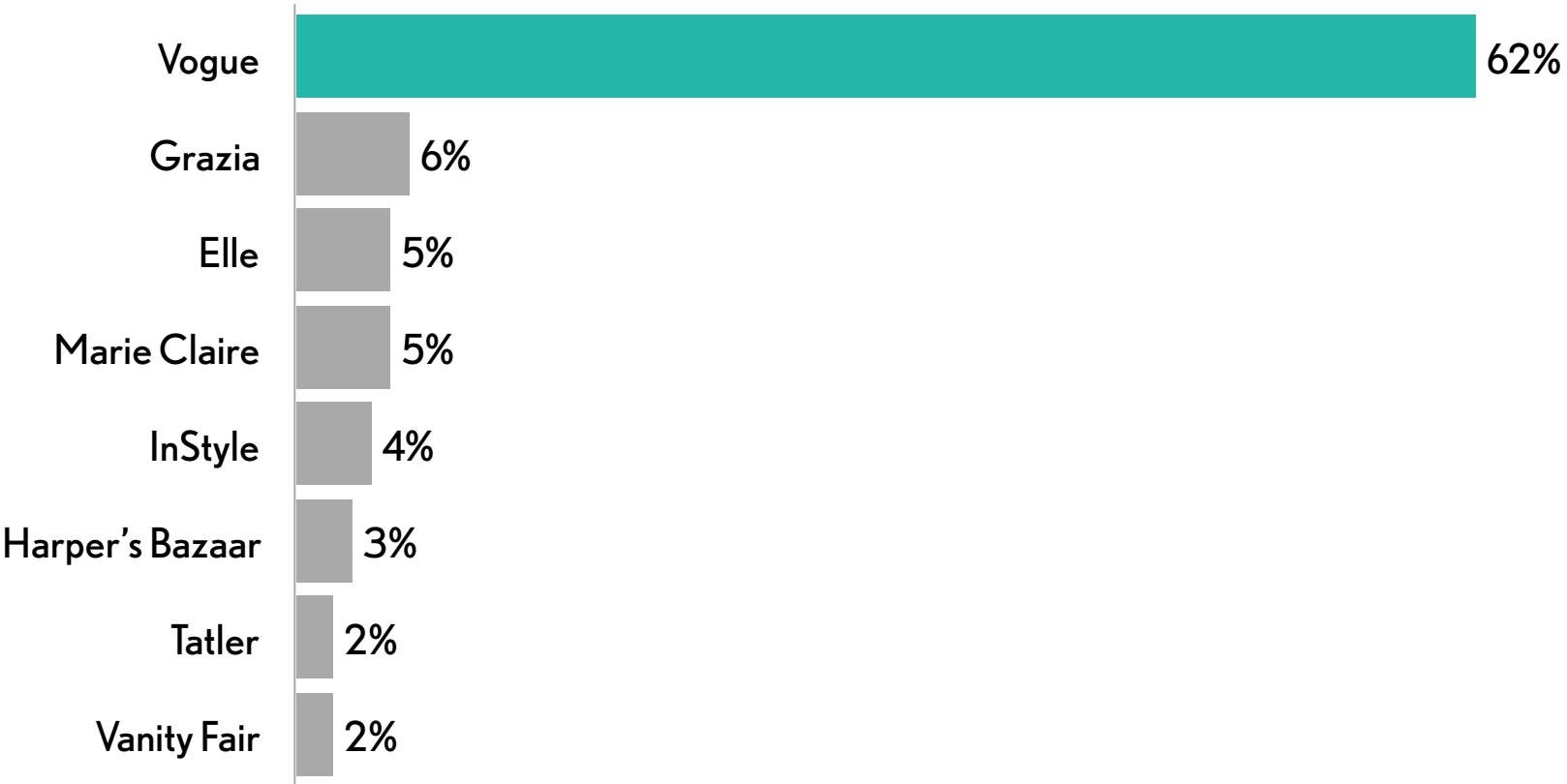


Q: With which of the following magazines do you associate each of these statements and descriptions? Base: Readers of each title

VOGUE BRAND POWER

“[Vogue is] definitely the most glamorous, famous, beautiful of all magazines”

Vogue retains its position as ‘The Fashion Bible’

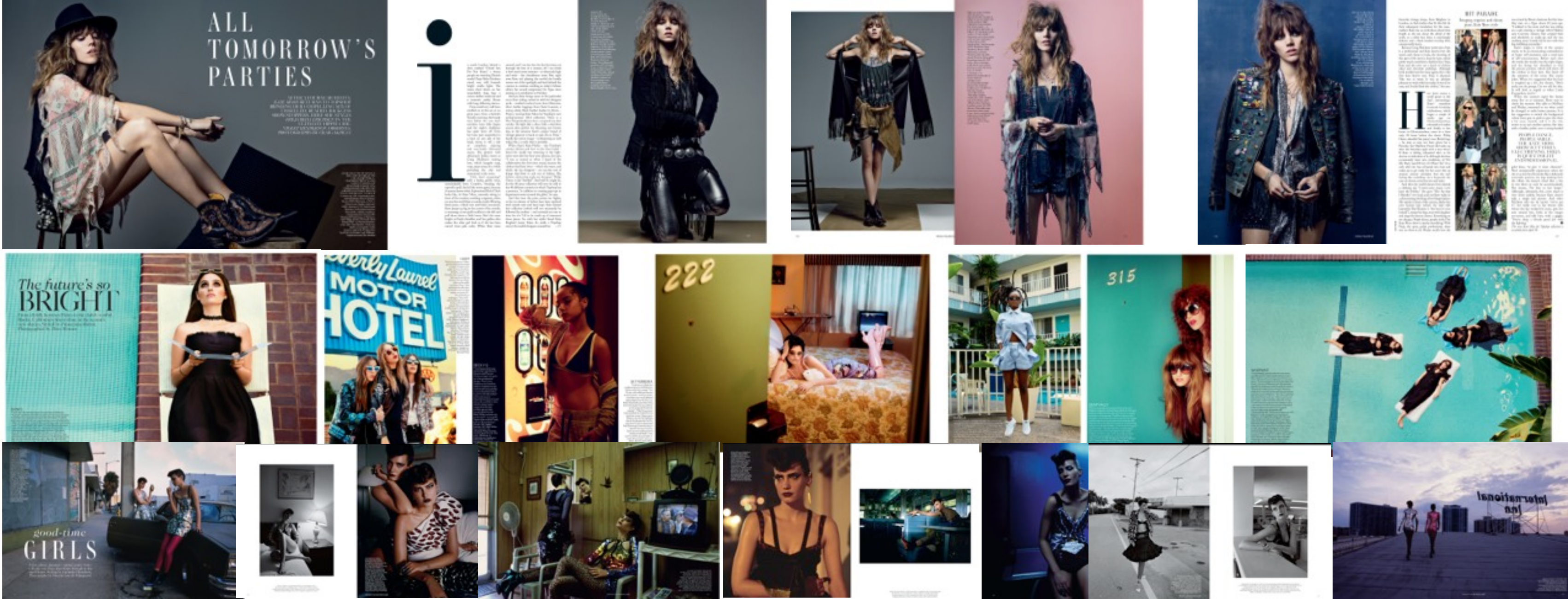


Q: With which ONE of the following magazines do you associate each of these statements and descriptions? Base: Total Sample

Source: The Vogue Business Report 2013 (conducted by YouGov - fieldwork took place March/April 2013, sample: 2,328)

3

THE POWER OF CONTENT



**THE POWER OF
CONTENT**



ALL TOMORROW'S PARTIES

AFTER A FOUR-YEAR HIATUS,
KATE MOSS RETURNS TO TOPSHOP,
BRINGING HER COMPELLING MIX OF
TASSELLED, BEADED, BACKLESS
SHOW-STOPPERS. HERE SHE STYLES
FREJA BEHA ERICHSEN IN THE
ULTIMATE HIPPIE CHIC.
VIOLET HENDERSON OBSERVES.
PHOTOGRAPHS BY CRAIG McDEAN

OUR CHANTEUSE SINGS A
MELODY OF BREATHTAKINGLY
CELIA BIRTWELL-
INSPIRED PRINTS AND
A SMATTERING OF
BURNISHED SEQUINS.
THE KICKER? DRAMATIC
CROPPED COWBOY BOOTS
THAT ARE READY TO ROCK.
Cotton top, \$75. Sequined jacket,
\$85. Both Kate Moss Topshop.
Boots, \$585, Mexicana, at Net-a-
Porter.com. Suede waistcoat,
\$389. Stetson, \$129. Both Jossie
Western. Curb-chain bracelet,
from \$165, Adeline Caohoux.
Charm bracelet, from \$270,
Suzannah Wainhouse, at Barney's.
com. Rings, from \$470 each, Dina
Kamal DK01, at Matchesfashion.
com. Hair: Paul Hanlon. Make-up:
Mark Carrasquillo. Nails:
Jenny Longworth. Production:
North Six. Set design: Andy Hillman.
Digital artwork: Box Studios

i

n north London, behind a door marked "Closed Set; Do Not Enter", a dozen people are watching Danish model Freja Beha Erichsen stand, very still, beneath bright studio lights. She wears short shorts on her improbably long legs, a woven-leather waistcoat and a romantic paisley blouse with long, billowing sleeves.

Freja could very well have strolled on to this set, at no great pace, from a festival's Sunday morning, that heady time before the new day's activities have fully begun and the night's ebullience has quite worn off. Even her hair, part suspended in a knot on one side of her head, seems to tell a tale of campfires, dancing and non-studio fabricated excess. She glowers with deliciously listless intent at Craig McDean's waiting lens, which hungrily snap, snap, snaps away, for a while providing the only real movement in the room.

"Ooh, that's amaaazing!" yells a husky, girlish voice, unmistakably from Croydon, breaking the soporific spell. And all the room agrees, because if anyone knows what Aspirational Rock Chick looks like, it's Kate Moss, currently sitting in front of the monitor, smoking a cigarette, when no one else would dare to smoke inside. Wearing black jeans, a black vest and black moccasins, Kate jumps up, fag in the corner of her mouth, to rearrange a rose-gold necklace to the left and pull those shorts a little lower. She's the same height as Freja's shoulder, and her golden skin makes the other girl look as if she has been carved from pale cedar. When Kate turns

around, and I see her face for the first time not through the lens of a camera, all I can think is how much more extreme – so obscenely high and wide – her cheekbones seem. But, right now, Kate isn't playing the model; she hastily moves out of the spotlight and back behind the camera to continue working as today's fashion editor, her second assignment for *Vogue* since joining as a contributor in October.

And yet, Kate brings more to this particular story than styling: mixed in with her designer picks – studded cowboy boots from Mexicana, silver leather leggings from Saint Laurent, a minxy, slinky black leather bodice by Jitrois – Freja is wearing Kate Moss for Topshop's new spring/summer 2014 collection. There is a blue-fringed leather jacket, a sequined top that catches the light like a disco ball, a sleeveless smock dress perfect for throwing over brown legs in the summer. Kate's unique brand of vintage glamour is back on sale, but as Freja – hardly her mirror image – is illustrating so well today, this is a style that is portable.

When *Vogue*'s Kate Phelan – also Topshop's creative director and here on the shoot today – heard the model was returning to the high-street store after her four-year absence, she says, "I was as excited as when I heard of the collaboration the first time round, because the clothes that Kate loves – which she wears, and which she has designed – are not the sort of things that blow in and out of fashion. She delivers clothes that make you feel great." Philip Green is also "thrilled". And well he might be, for the 40-piece collection will soon be sold in the 40 different countries in which Topshop has a presence, "in addition to creating pop-ups in department stores around the globe," he says.

And this time the price points are higher, as the tea dresses of before have been replaced with tuxedo suits and lamé tops. Kate wanted this collection (which will not necessarily be followed by another – and certainly not one in time for a/w '14) to be made up of statement show pieces. So, with her stylist friend Katy England (many Kates do make a Topshop story), the model-designer scoured her > 177

SCRUFFY, ENTANGLED HAIR REVEALS REBEL INTEGRITY AND A FEISTY SPIRIT. MUSS IT UP USING MOROCCAN OIL MOLDING CREAM, \$20. Suede jacket, \$225. Cotton top, \$60. Both Kate Moss Topshop. Leather jacket, \$4,160. Roberto Cavalli. Leather leggings, \$1,300. Saint Laurent by Hedi Slimane. Suede poncho, worn around waist, \$389. Belt, \$89. Both Jessie Western. Boots, as before. Five-diamond pendant, \$475. Sydney Evan, at Harrod's. Gold hoop pendant, \$995. Links of London. Tassel necklace, from \$230. Adeline Cachoux, at Frenchologie.com. Rose-gold-plated pendant, from \$130. Bjerg. Bangle, \$140. Acna





BRING THE NOISE:
AS FESTIVAL
SEASON BECOMES A
SPECTACLE, REPLAY
THE SURE-FIRE
CROWD-PLEASERS
OF THE PAST – A
LAYERED FRINGE, A
PRETTYSMOCK AND
A BEATNIK SPIRIT

Opposite: sleeveless suede
coat, £3,465, Valentino.
Cotton dress, \$60,
Suede jacket, tied at waist,
£225. Both Kate Moss
Topshop. Boots, \$549,
Mexicana, at Jessie
Western. Belt, £2,200,
Jessie Western. Rose-gold
bracelets, from \$1,295
each, All Le Grumme.
Cuff, £335, Aesop. Silver
bracelet, \$280, Ha-Yeon
Lee, at Joseph

COVER UP A
RIVETED SHORTS
SUIT WITH
A DREAMY
HANDKERCHIEF
BLOUSE, IDEAL
FOR FLUTTERING
BACKSTAGE
AND BEYOND

This page: leather
waistcoat, £250, Chiffon
top, \$75, Shorts, \$50,
All Kate Moss Topshop.
Leather corset, \$1,950,
Jitrois. Thin gold rings,
from \$240 each, Sara
Lassy. Silver and gold rings
with chain, from \$179
each, Ha-Yeon Lee,
at Joseph. Silver ring,
£125, Aesop





PIN IT: THE PRIM
EVAPORATES
FROM A PUSSY-
BOW BLOUSE
WHEN SET OFF
WITH A
CLUTTER OF
SILVER CHAINS
AND A JEAN
JACKET BUSY
WITH BADGES
Vintage jacket, from
a selection, Cassie
Mercantile, Leather
Jacket, £190, Blouse,
£55, Strudded shorts,
£50, All Kate Moss
Tops, Rhodium
and diamond pendant,
£2,970, Sydney
Evan, at Harrods.
Beauty note: black nail
polish is the epitome
of festival chic. Try
Revlon Nail Enamel
in Knockout, £6.50,
for utmost intensity.
For stockists,
see
Vogue Information

CRAIG McDEAN

favourite vintage shops, from Brighton to London, to find clothes that fit this bill. In their subsequent translation for the mass-market, Kate was as meticulous about hem length as she was about the detail of the work, so a white lace dress is surprisingly delicate and a black beaded evening dress unexpectedly heavy.

Because Craig McDean works fast, Freja is a professional and Kate knows how she wants each frame to look, the shooting of this part of the story is done by 1pm, which pretty much constitutes a fashion first. Freja, Kate and the crew eat a lunch of chicken salad and chocolate puddings. Although both models have the same agent, this is the first time they've met. Freja is charmed. "She was so sweet. It was an absolute pleasure to work with her today. It was all so easy, and I really liked the clothes," she says.

Here there ensues a small pause in the day's proceedings. Kate's marathon fortieth-birthday celebrations, which began a couple of weeks ago on Necker Island, then relocated to London and finally to her home in Gloucestershire, came to a close only 24 hours before the shoot. Philip Green attended her party's two British legs – he may or may not have given her a Porsche, but Matthew Freud did wake up after the Saturday night with a new tattoo. If Kate is feeling exhausted she's so far shown no indication of it, although she does occasionally burst into renditions of "It's My Party (and I'll Cry if I Want To)". It is only after she has retreated into hair and make-up to get ready for her cover that an anxious rumour circulates that she isn't feeling like modelling. As is frequently the case on shoots, everyone sits and waits.

And then the model shouts from behind a clothing rail, "I need some music. Let's have the Hollies." On goes "The Air that I Breathe" very loud, and out Kate walks in a shimmering, swishing, silver fringed jacket. She stands in front of the camera, shakes her now leonine hair (which she later tells hairstylist Paul Hanlon is "the best it's ever looked"), stamps her legs, roars with laughter and sings the famous chorus. Everything on set changes. People dance, people smile. The Kate Moss show is utterly electrifying. With Freja, the quiet, polite professional, there was no show at all. Phelan recalls how she

HIT PARADE

Fringing, sequins and skinny jeans. Kate Moss style



was struck by Moss's charisma the first time they met, on a *Jigsaw* shoot, 18 years ago. "I walked in the room and she was sitting on a sofa wearing a vintage velvet Halston suit, Converse trainers, hair scraped back and absolutely no make-up, and she was cackling away. I totally fell in love with that big, bubbling personality."

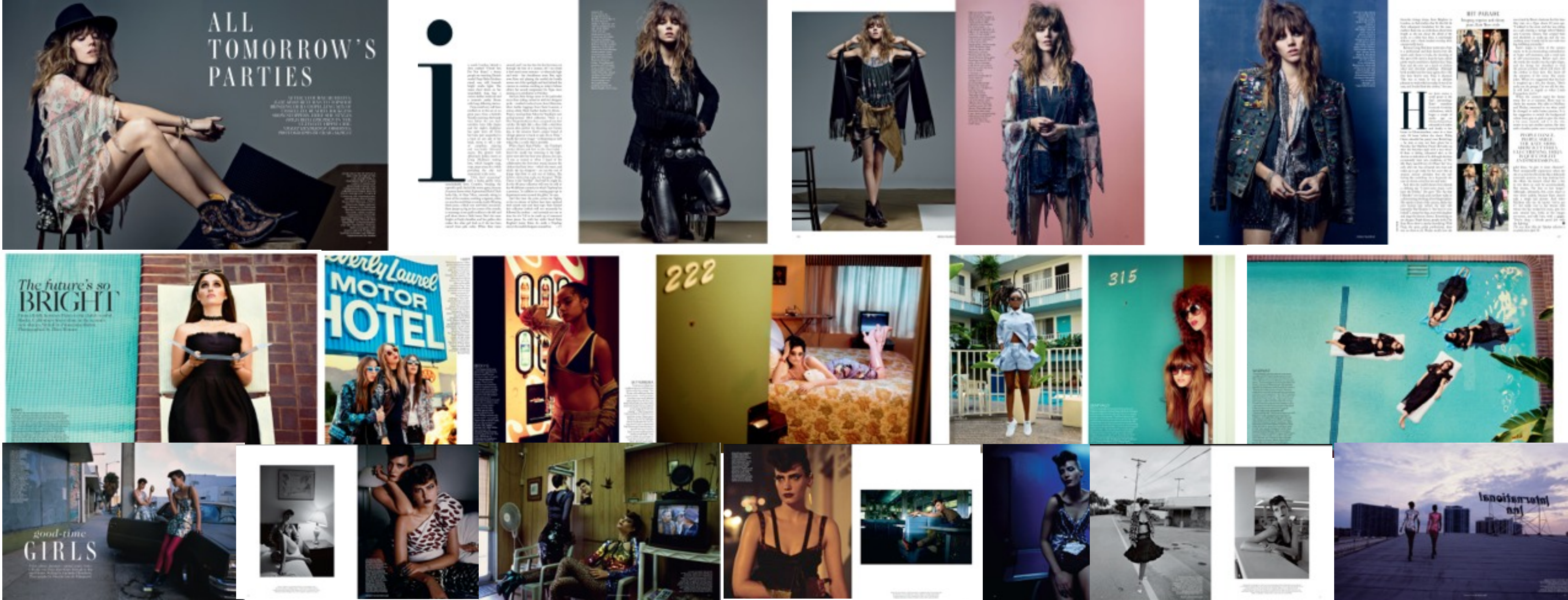
Kate's magic in front of the camera seems to be an intoxicating contradiction of hyper self-awareness and a total lack of self-consciousness. Before each shot she works her mouth into the right shape, and she shrugs her shoulders to find the precise position which will show off the clothes to their best. She feeds off the attention of the room. She cracks jokes. When it is suggested that her hair is roughed up a bit, she shouts, "Don't make me do grunge. I'm too old for that. It will look as stupid as when Linda Evangelista tried it."

When the camera's rapid fire breaks every five or so minutes, Moss runs to check the monitor. She talks to McDean and Phelan, interested to see what could be changed to make better pictures. It is her suggestion to switch the background colour from grey to pink to give the shots a bit more warmth, and it is she who wants to try just another option, this time with a leather jacket over a scoop-backed

PEOPLE DANCE,
PEOPLE SMILE.
THE KATE MOSS
SHOW IS UTTERLY
ELECTRIFYING. FREJA
IS QUIET, POLITE
AND PROFESSIONAL.

gold dress, "to give it more character". She's unexpectedly unprecious: when she sits on a stool in what looks like a hideously untenable position, her legs shaking from the effort, she doesn't mind that a box to rest them on can't be accommodated. She shouts, "I'm fine to last longer." Although, ultimately, this cover shoot is very short indeed, because Kate doesn't take a single bad picture. And when McDean tells her he knows "we've got it", she walks over to her friend, with whom she has worked for years, puts her arm around him, looks at the images on-screen, and tells him, with a giggle: "You've done a bloody good job with the lighting."

The new Kate Moss for *Topsop* collection is available from April 30



**THE POWER OF
CONTENT**

The future's so BRIGHT

From all-folk heroines Haim to the darkly soulful Banks, California's finest shine in the season's new shades. Styled by *Francesca Burns*. Photographed by *Theo Wenner*

BANKS

The 25-year-old channels the spirit of Lydia Deetz in *Beetlejuice*. "I love her!" says Banks of Tim Burton's gothic anti-heroine as she peers ironically from a lounge placed very firmly in the shade. "My style is dark and moody, but feminine," says the singer in a voice that belies her Valley Girl upbringing - and provides a surprising counter to her husky vocals. "I sing a lot deeper than I speak." Her look, like her sultry torch songs, conjures another side of L.A. - a landscape of dim-lit bars, subterranean pool halls and night-time drives down Mulholland. Dress, \$3,090, Yang Li, at Selfridges. Sunglasses, \$370, Dolce & Gabbana, at Sunglass Hut. Choker, \$115, Curves. Bracelet, \$105, Maria Black. Rings, Maria Black. Pamela Love and Rough Diamonds. Hair: Alex Brownell for Bleach London. Make-up: Aaron de Mey. Nails: Christina Aviles. Props: Nick Faiella. Production: La La Land. Digital artwork: Gloss Studio





HAIM

"We love sunglasses. When you're running around and you don't want to wear make-up, they shield you from the world," says Danielle, who together with her twentysomething sisters, Alana and Este, make up the wildly successful Haim. They epitomise the effortless punky bohemianism that seems unique to L.A. — "Amelia Earhart androgyny" they call it — and repeatedly buy ankle boots and Acne biker jackets. But even these California girls still admit to "lusting after" Céline. Alana wears vintage jacket, courtesy Meadham Kirchhoff. Shorts, from £146, J Brand. Sunglasses, £180, Karen Walker, at [Matchesfashion.com](#). Este wears jacket, £2,240, Claire Barrow. Dress, from a selection, Theyskens' Theory. Sunglasses, £320, Fendi. Danielle wears jacket, £2,240, Claire Barrow. T-shirt, £16, American Apparel. Jeans, £160, Acne. Belt, £260, Saint Laurent by Hedi Slimane. Sunglasses, from £205, Givenchy by Riccardo Tisci.

BECKY G

"I'm so happy I got to wear sportswear," says Becky G, the pint-sized Mexican-American rapper who grew up in her grandparents' garage. "There's more sneakers in my closet than stilettos." Happiest in a luxe tracksuit, the music prodigy is now putting the finishing touches to her debut album and acquiring some influential fans: Simon Cowell adores her, and fellow Latina Jennifer Lopez made a cameo in her hit video entitled, appropriately enough, *Becky from the Block*. All this, and she's only just turned 17 — so young the *Vogue* stylist could still "make hair art with my baby hair". Hoodie, £55, Jogging bottoms, £47, both Adidas. Bra, from £65, T by Alexander Wang. Earrings, £3,165. Rings, from £1,465 each. All Repossi, at [Farfetch.com](#). Sunglasses, from £200, Versace, at [Sunglass Hut](#). Necklace, from £530, Jennifer Meyer, at [Barneys.com](#).

THEO WENNER





KELELA

Kelela jumps to her own beat—whether she's on tour with Solange Knowles or recording her own experimental R&B sounds. "I'm not plugged in to trends," says the singer, 30, whose taste for edgy monochromatic athleisure means she matches her waist-length dreads with flat-front, geometric hoodies and oversized sweatshirts. "My style is minimal," says the Washington-born blow-in (she arrived in L.A. three years ago). "Alexander Wang really rings with me: sliver with attached shorts, from \$780. Alexander Wang. Trousers, \$405. Nike. Sunglasses, \$180. Saint Laurent. Beil Shamsie. Earring, from \$55. Matis Tash."



DEAP VALLY

With more spangle and sass than the Seventies and Eighties combined, rock duo Deep Vally think nothing of teaming metallic tuxedos with mullet hairdos, crop tops and saucer-sized eyewear. "It's all about glamour and having fun," says Lindsey Troy, whose passion for fringing and Hawaiian maumau is matched by bandmate Julie Edwards. In true L.A. style, the Angelenos met at a knitting club but soon abandoned their crochet hooks for a guitar and drumsticks—they describe their sound as "heavy blues-based rock 'n' roll, inspired by Hendrix, Black Sabbath and Hole." Listen out for their ballsy anthems and Barbie-gone-bad humour at a festival near you. Julie wears bra, \$1,485, Moadham Kirithoff. Sunglasses, \$227. Tom Ford. Necklace, \$315, Maison Martin Margiela. Lindsey wears sunglasses, \$227, Tom Ford. Cuff, from \$485, Adeline Cachoux, at Frenchologie.com

WARPAINT

"I could happily wear this dress for ever more," says Warpaint's Emily Kokal, floating around a West Hollywood swimming pool in a Victorian gown. "The group style is more of a mentality than a look," she says of Warpaint's all-folk aesthetic: plaid shirts, tea dresses and lots and lots of denim. "Eclecticism is the common thread." About to embark on a summer of festivals to promote their eponymous second album — "It's a Jay-Z and Dark Side of the Moon mash-up" — they've also found time to star in a documentary about life on tour. The girls have become sartorial muggies on the road: experts in snatching up great vintage finds in flea markets everywhere from Egypt to Istanbul. **Interviews:** Aimee Farrell.

Clothes: (from left) Theresa wears dress, \$6,675; Roberto Cavalli. Sunglasses, \$164; Dolce & Gabbana, at Sunglass Hut. Ring, \$55; Thomas Sabo. Emily wears dress, \$13,505; Camisole, \$900; Both Roberto Cavalli. Sunglasses, \$189; Saint Laurent by Hedi Slimane. Bracelet, \$495; Links of London. Jenny Lee wears dress, from \$7,385; Marc Jacobs. Sunglasses, \$189; Saint Laurent by Hedi Slimane. Stella wears dress, \$14,710; Roberto Cavalli. Trousers, \$475; Gucci. Sunglasses, from \$160; Givenchy by Riccardo Tisci. Bracelet, \$179; Ha-Yoon Lee, at Joseph. With thanks to Jeremy Abbott, Hanna Hanna and the Beverly Laurel Hotel, California.

For stockists, all pages, see Today Information



SKY FERREIRA

"It's all very Lou Reed, but sunglasses give me confidence so I always wear them onstage." The 21-year-old's raffish spirit can be tricky to predict - and even harder to pin down: her much-delayed debut, *Night Time, My Time*, was finally released this year after a long birth in the studio. Ferreira calls her sound "poppy but Krautrock inspired" - Miley Cyrus was so impressed that she invited Ferreira to join her on tour; Sky arrives in Britain in June for the Field Day festival. But despite the Miu Miu seen here, Ferreira's a dedicated Hedi Slimane girl (what she doesn't buy she "borrows" from her Saint Laurent model boyfriend Zachary Cole Smith). "I can wear his clothes day and night, no matter the moment," she purrs. Dress, £5,720. Boots, £925. Sunglasses, from a selection. All Miu Miu. Jewellery, Sky's own.





THE LADY IS A VAMP:
AT DIOR, RAF SIMONS'S
SERIES OF GOLDEN
JACQUARD FROCKS
CAN FLIP TO FEISTY
IN SECONDS

Catherine wears long
strapless jacquard bustier
dress, \$12,500, Dior. Ben, \$50,
L'Agent by Agent Provocateur.
Oxidised-silver hoop earrings,
from \$85 each, Maria Black.
Drake wears strapless
jacquard tunic, \$2,350, Dior.
Ben, \$245, Agent Provocateur.
Leggings, \$34, American
Apparel. Leather courts,
\$1,199, Terry de Havilland.
Socks, \$3.50, Topshop.
Ear cuffs, from \$35 each,
Thomas Sabo. Gold nail ring,
\$90, H&M, at Selfridges.
Oxidised-silver ring,
from \$55, Maria Black.
Amour rings, from \$267
each, Vicki Sarge.
Hair: Shon. Make-up:
Sally Branka. Production:
Prodn Paris (Artand
commerceproduction.com).
Models: Catherine McNeil
and Drake Burnette

good-time GIRLS

Gold, glitter, glamour – spring's party looks
will take you from after hours through to the
small hours. Styling by *Lucinda Chambers*.
Photographs by *Vincent van de Wijngaard*



WILD THING: LEOPARD-PRINT LINGERIE AND SEQUINS SPELL REBELLION, TIME AND TIME AGAIN. Sequin-embroidered shug, £385. Bustier top, £130. Cotton shorts, £151. All Maison Martin Margiela. Bra, £50. L'Agent by Agent Provocateur



LIP SERVICE: HEDI SLIMANE MAY HAVE REVISED YVES SAINT LAURENT'S RIVE GAUCHE SEVENTIES LIP PRINT, BUT HIS THINKING IS LESS LEFT BANK, MORE L.A. Catherine wears sequined top, \$4,345. Saint Laurent by Hedi Slimane. Sequined trousers, \$955. Ashish, at Browns. Nose ring, \$120. Nose chain, \$105. Both Maria Tash. Silver ear cuff, \$35. Thomas Sabo. Swarovski-crystal ear cuff, \$244. C&K Low, at Shopbop.com. Oxidized silver armour rings, from \$220 each. Gold-plated ring, from \$65. All Maria Black. Yellow crystal ring, \$180. Edrie. Decker wears armour rings, from \$310 each. Vicki Surge



NO MATTER HOW THE NIGHT
STARTS, PUCCI GIRLS HAVE MORE FUN
— FOR ONE, THEY LEAVE A BLAZE OF
RAINBOW SEQUINS IN THEIR WAKE
Drake wears sequined silk-gorgette bra, \$1,115.
Mesh top, \$380. Sequined cotton skirt, \$1,795.
All Emilio Pucci. Leggings, \$26. American Apparel.
Metallic sandals, \$65. Miss KG by Kurt Geiger. Socks,
as before. Ear cuffs, as before. Thomas Sabo. Catherine
wears sequined stretch-tulle dress, \$4,360. Emilio
Pucci. Leggings, as before. Hoop earring, from \$70.
Diamond stud, from \$440. Both Maria Black.
Spike ear cuff, \$120. Maria Tash. Rings, model's own



THERE IS MUCH TO RECOMMEND
THE SHOWGIRL THIS SEASON.
MARGIELA SAYS IT IN A SEQUINED
BODICE; WE SAY, WOW.
Sequined top, to order. Cotton shorts,
£151. Both Maison Martin Margiela.
Bra, £18. Knickerbox, at Ann Summers.
Ear cuff, from £3,350, Repossi. Earrings,
£185. Green crystal ring, £216. Both
Edvivi. Armour ring, £490. Vicki Sarge.

VINCENT VAN DE WJINGAARD



DIRECTOR'S CUT: SHORT AND
NOT SO SWEET WHEN IT COMES TO
ALL-OUT HEDONISTIC GLAMOUR,
TOM FORD HAS YOUR BACK.
Embroidered minidresses with tulle overlay,
\$12,480 each. Tom Ford. Suede shoes,
\$690 each. Sergio Rossi. Leggings, as before.
For stockists, all pages, see *Vogue Information*

DONATELLA VERSACE
MAKES A DEVILISH
COMBINATION OUT
OF MULTIPLE STRAPS
AND CHAINMAIL.
Raffa bandage dress, \$1,500.
Versace. Bra, \$245, Agent
Provocateur. Leather and
chainmail clutch, \$895.
Jimmy Choo. Studded ear cuff
with chain, \$6. Adorning Ava.
Beauty note: make a bold,
after-hours statement with
an exaggerated feline eye. Use
YSL Shocking False Lash Effect
Eyeliner, \$24, for a flick that
will last into the morning after.



NEWSSENSATIONS: THIS SEASON, ALBER ELBAZ IS DAZZLED
BY SHINE. UPON REFLECTION, WHO CAN BLAME HIM?
Sequined silk top, \$2,465. Sequined net skirt, \$2,315. Both Lanvin.



MADCAP MAYBE, BUT NO ONE
CAN DENY THE YOUTHFUL
ALLURE OF A SEQUINED JACKET,
BRA TOP AND RA-RA SKIRT.
Jacket, \$1,040, Ashish, at Browns. Bra, \$245,
Suspenders belt, \$245, both Agent Provocateur.
Leggings, as before, Vintage petticoat, \$40,
Realt. Clutch, \$895, Leather shoes, \$475, both
Jimmy Choo. Cone ear studs, from \$125, Eddie
Borge. Gold and diamond earring, \$7,950,
Noor Faria, at Browns. Ring, model's own.

VINCENT VAN DE WJINGAARD

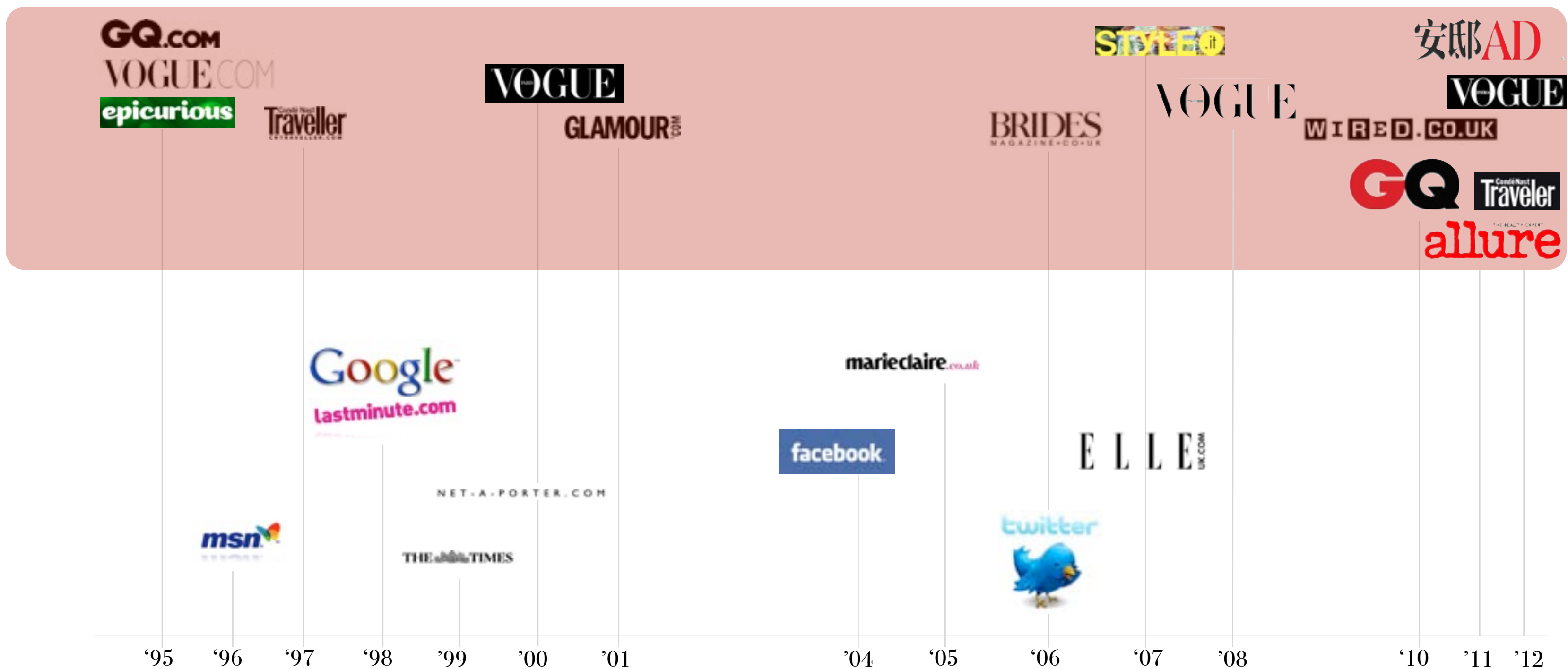


A BOYISH UP-DO BEAUTIFULLY JUXTAPOSES THE FEMININE ALLURE OF
GLAMOROUS DRESSES. SLICK BACK WITH REDKEN TEXTURE WATER WAX, \$12.
Sequined dress, \$2,310, Gucci. Bra, \$20, Topshop. Multi-row ear cuff, from \$3,350,
Multi-hand rings, from \$1,950, All Republic. Oxidized-silver chain ear cuffs, from \$41 each,
Maria Black. Black-and-white-diamond ear cuff, from \$4,490, AS29. Nail rings, from \$90 each,
H&M, at Selfridges. Oxidized-silver ring, from \$62, Maria Black.

4

MAKING MONEY IN THE FUTURE

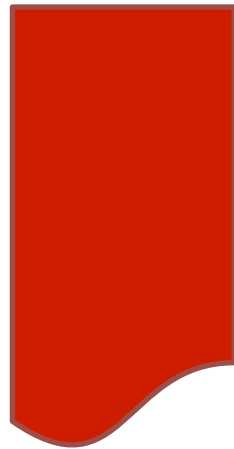
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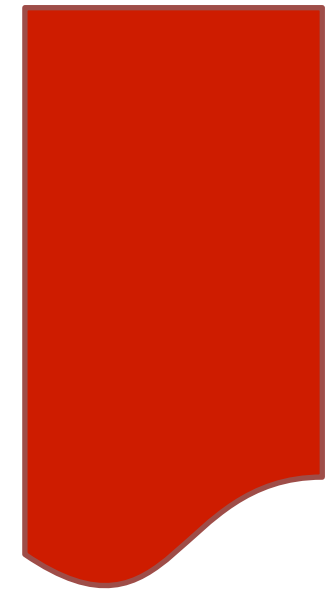
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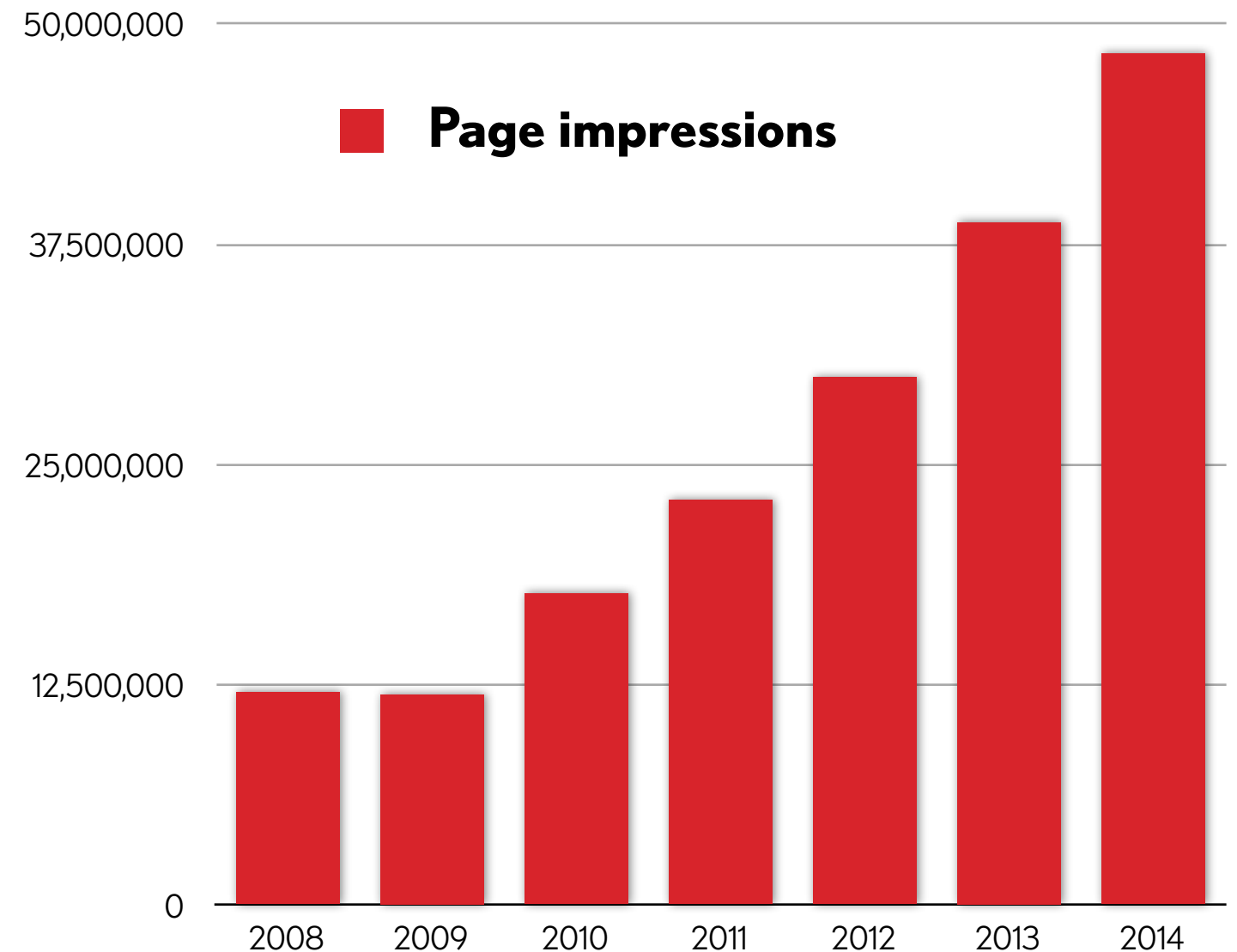
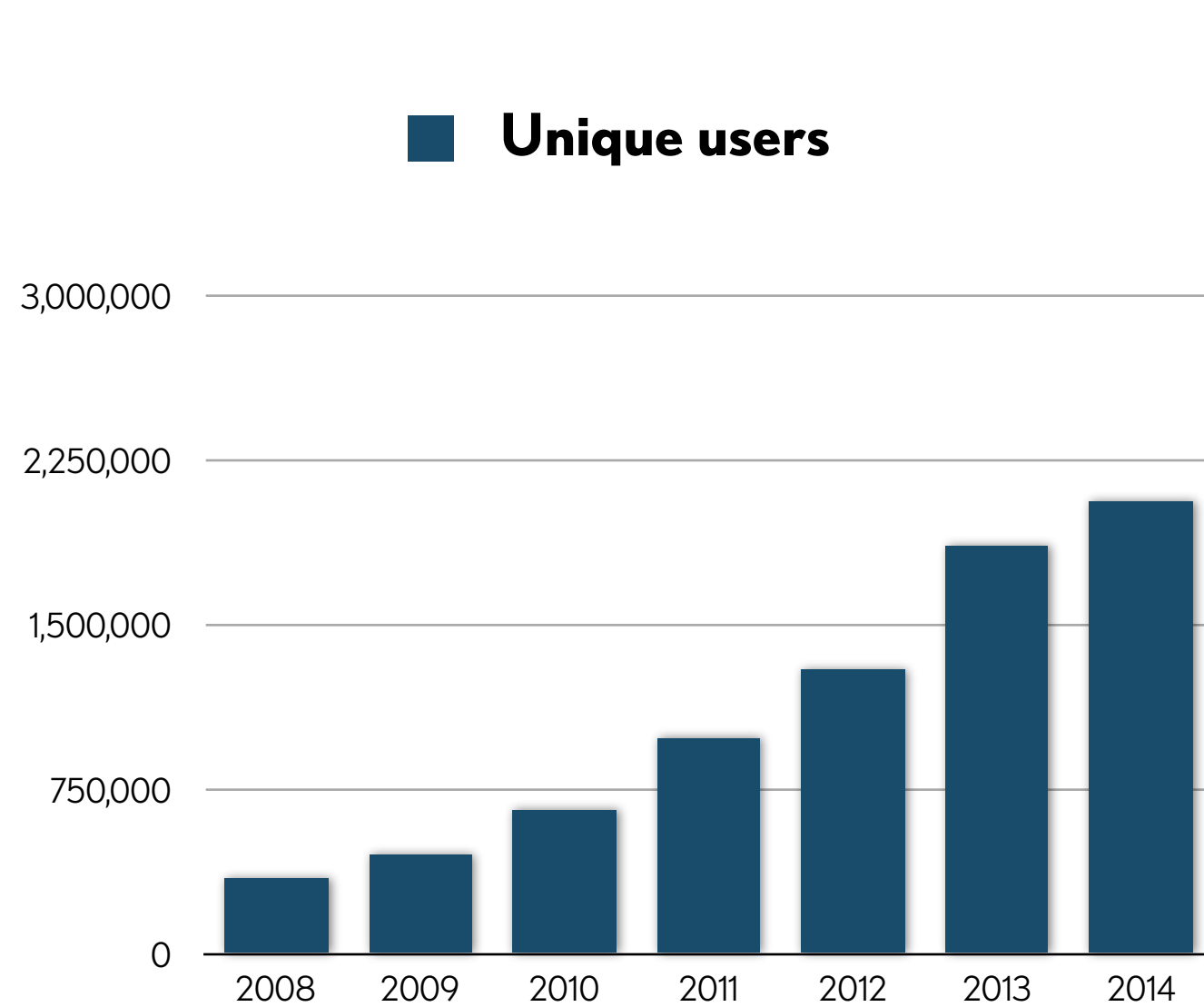
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NEWS

Project X: I Can't Sing Comes To London

27 March 2014 | Jo Ellison

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Harry Hill and company are making a song and dance about Simon Cowell - Jo Ellison takes a first look in the April issue of Vogue. Read the piece in full [here](#).

THAT the sensationally popular TV talent show that makes superstars of schoolgirls and sales assistants should be the basis for a major new musical is probably a signifier, for some, that British culture has entered the first stage

VOGUE

FASHION TRENDS

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Word Up

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FASHION TRENDS

Word Up

03 January 2014 | Lucy Olivier

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IN a season bursting with street flavour and sportswear styling, it comes as no surprise to see logo tees and shouty slogans hitting the mainstream. Word to the wise: leave head-to-toe lettering to billboards and body art; a single, subtle message whispers good taste now.

"Wear your thoughts on your sleeve," says *Vogue* contributing editor Calgar, Avansino. "Not since the logo-laden Eighties have we seen so much typography."

See what the designers had to say about it [here](#).



Piccadilly Circus digital poster