

En Vie

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FEBRUARY
2011
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FEATURING

2011 Fashion
Resolutions

The Best
Conceptual
Fashion²

The
Sweetheart
Look

Get your Fix
...and More

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VIEWS

Sexy
Eurasian Seams

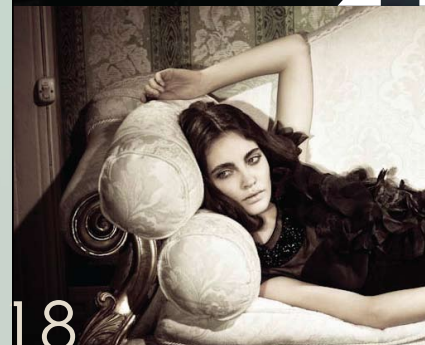
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Red Rage

Photographer: Giuseppe Ciaola
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A great connection for professional work; En Vie's cover photographer for the February issue.

1. Blake Lively to Represent Chanel's Handbags

The Chanel head designer, Karl Lagerfeld, has chosen the gorgeous Gossip Girl TV Star Cast Blake Lively to represent Chanel's iconic Mademoiselle handbags. The 23 year old Gossip Girl says, "It's an understatement to say it's a dream come true. Though I am the face of it, I will carry it like every girl."

2. Oprah in Her New "Bootights"

Oprah Winfrey made a style statement by wearing "Bootights" in her latest show last month. "Bootights" is a combination of regular tights with socks, an all in one wear that gives you no sweatiness or discomfort while wearing boots in winter. These tights look exactly the same from the top of your boot up, but when you unzip, they actually have a reinforced bottom section that look and feel like socks built right in." The trendy socks start from \$30 and come in various designs and materials.

3. Lohan Launches Her Own Shoe Line

If you think the Hollywood actress Lindsay Lohan is all about partying, you have been mistaken. Just weeks after her release from rehab, the actress has already started working on her new shoe line which will hit the stores this fall. Her collection has been inspired by the "old Hollywood glamour with a modern edge." The designs are sketched by Lohan herself and the expected price range is somewhere from \$100-\$450.

4. Black Swan Inspired

Natalie Portman, wearing a black tutu on-screen has drawn attention to chic ballerina style. Chanel and Alexander

McQueen have both infused a feather-edge into their Spring 2011 collection and Asos and Forever21 have introduced a few feather and tulle-related pieces. So get ready to take a swan-ride this spring.

5. Levi's 'Waterless' Denim

Thinking of going Eco-friendly? The trendy denim company Levi Strauss has come up with a new denim collection which cuts the water usage by an average of 11 gallons per pair. The manufacturer claims that by combining the "wet-washing cycles" the percentage of water has been reduced, while the final product remains the same. In fact, what you get after each wash is a softer touch. The new collection is set to be out by Spring.

6. Fashion Visionary in Sydney

SYDNEY, January 12 /Fashion News/ 2011—The day of Australian-Korean relations (organized by JK entertainment) arrived and fans of the Korean band SHINee gathered in their throngs. This group is known among young people, but you may be surprised to know they are an inspiration for designers and artists from all around the world. As usual the "boys" didn't let us down donning high style, cutting edge fashions they showed us they are a couple of steps ahead of the whole fashion world.

7. Rumer Willis Represents Brand Badgley Mischka

Fashion House, Badgley Mischka, has picked Rumer Willis as her spokes model for the coming Spring collection of footwear, handbags, and swimwear. The 22 year old daughter of Demi Moore and Bruce Willis has finally stepped in front of the camera to make her first career experience. The fashionistas Mark Badgley and James Mischka see Rumer as "glamorous, youthful and fun." In the past, models like Mary-Kate and Ashley Olsen, Sharon Stone and Eva Longoria represented the heavily endorsed fashion brand.

PLUS NEWS

The best of Berlin and international fashion is on show at the Mercedes-Benz Fashion Week in Germany from the 19th to the 22nd of January. As promised En Vie will be covering all the style, innovation and eccentricity from the German capital in next months issue.

<http://www.mercedes-benzfashionweek.com/>



KeyVisual Captivated



The Sexy Eurasian Seam

Words by Wesley Wang
Photos courtesy of Luming Xu



Luming Xu, gives *En Vie* access to his future designs and tells us about the distinctive sense of beauty between the East and the West, trends for the future and how it all comes down to sex.

Having spent a large part of his career designing in Europe and now working for BXN, a Chinese luxury brand, Luming has an unparalleled overview of the different ways beauty is beheld across the two continents. On the verge of launching his own pre-a-porter label, Roon, he delves into how fashion can have intercontinental appeal. Something, *En Vie* knows all about.



"The oriental beauty is introvert, controlled. It is like wine, taste it bit by bit. While, the European one is extrovert and expressive. It is like liquor, exciting, you get into fire immediately. The difference lies in the understanding of Sex."

***En Vie:* You're Chinese, but after so many years working in Europe, what is beauty for you?**

Luming: Beauty for me is an air, an air of self-confidence, even a little bit over to be somehow arrogance. I believe the real beauty is a kind of respect and acceptance which is beyond space, time and culture. European sense of beauty and Oriental sense of beauty is incomparable but the essence is always nice stuff.

***En Vie:* What is the Asian sense of beauty, and the European?**

Luming: The oriental beauty is introvert, controlled. It is like wine, taste it bit by bit. While, the European one is extrovert

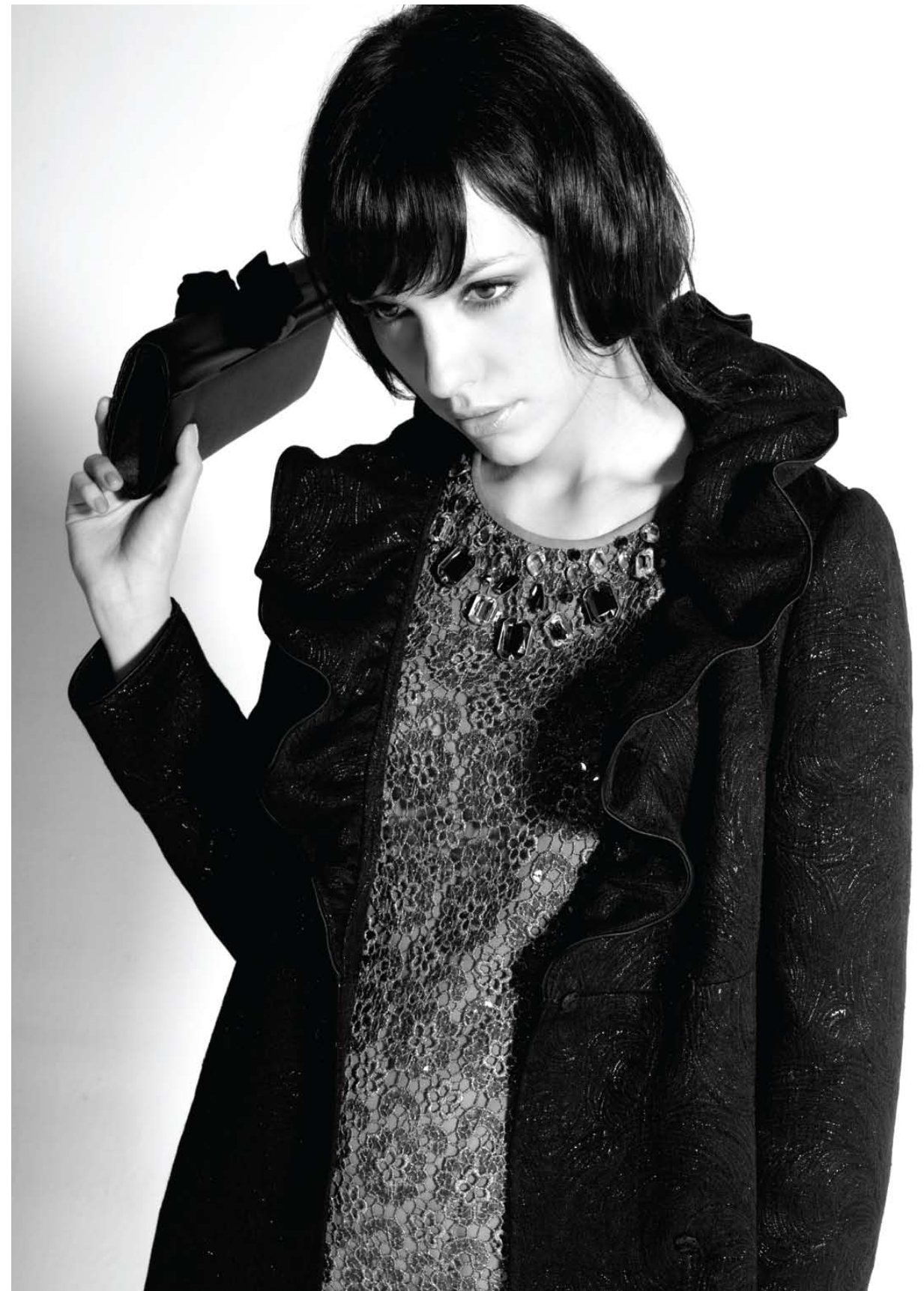
and expressive. It is like liquor, exciting, you get into fire immediately. The difference lies in the understanding of Sex. Lanvin and Balenciaga did a fantastic job in this area.

***En Vie:* Beauty is the goal, but how do you reach this goal in a way that appeals to both European and Asian tastes?**

Luming: Well, this is a pretty difficult question. To create a design which caters both to Asia and Europe, this is the goal for every designer nowadays. To start only from a good-looking outfit is simply biased. Instead, it's easier to start from something common among the people, what is it that everyone



Photographer: Giuseppe Ciaola
gc@giuseppeciaola.com



The Sweetheart Look

Luz Hair Studio gives us some tips on how to get that perfect look for your darling this Valentine's Day.

1 A Light and relaxed hair style for Spring

Cut: A roundish cut based on a Mushroom shaped-bobbed hair style will make you look feminine.

Perm: Mixed strong waves and soft waves will make you look gorgeous.

Colour: Colour with ash-beige and add hi-lights to bring everything together.

Make up: Use a soft colour eye shadow and a pearl line under the lash line. Use non-pearl lip cream first, then put on some lip gloss to make your lips nice and cute.



2

A Medium to long style

Cut: Style your hair and fringe based on your face line. Mirroring the shape of your head makes your face look smaller.

Perm: Add big and curly waves around your face—adorable.

Colour: Colour with ash-beige and add hi-lights to bring everything together.

Make up: Put on lots of liner and gradually add a pastel eye shadow. Use a hi-light colour for the centre of your lips and fill in your lips with a nude colour then add some lip gloss to finish.





3

Mix it all up

Cut: Mix a mushroom shaped bob with lots of layers.

Perm: Get your hair to follow your face line but add some random waves - sexy.

Colour: Using two different colours, like brown and beige, makes your hair style fresh and relaxed.

Make up: This time go for relaxed and fresh make-up. Use a cream based foundation first and then blush a powder type on. It will last longer. Fill in your lips with a nude colour then put on some lip gloss to make your lips natural and solid. Simply divine.



Nice and Simple

Cut: A curve in a thick fringe will soften a bobbed hair style. Cut and separate into two parts to make your hair style look heavy.

Perm: Curl your hair ends inwards - cute.

Colour: Add a calm pink-beige to make your hair shine.

Make up: Add a natural-brownish eye shadow and a natural colour lip gloss. Using hi-lights to make your eyes and cheeks a little wider will make you look mature.

4



Luz Hair Studio in Osaka is happy to take care of all you style needs. Check out www.hairstudio-luz.com





IDEM

The Italian Connection

Words by Michael Hobbs
Photos courtesy of IDEM

IDEM is a unique Italian Design group that brings fashion expertise and design sophistication to emerging fashions, brands and products in China. Their innovative design talent is what literally drew En Vie into contact with them. We were struck by a shopfront with chic dresses surrounded by scissors plunging from the ceiling so we took a peek inside and found out more.

En Vie: How did the concept for this Italian/Chinese collaboration come to be?

IDEM: I came to China for the first time in 2004 aware of the great excitement that there was already here. I found a country full of energy and charm gifted with a contrast between modernity and tradition. I immediately began consulting with Chinese fashion brands. Thanks to the good experience we had in Italy and now China, I've come to know both cultures, and realize my dream—a workshop of clothing that bears my name.



En Vie: Where does IDEM's expertise come from and where do you excel?

IDEM: What makes IDEM special is first the fact that we started in innovative projects. We offered advice first, when it was not yet so widespread in the mentality of the companies that sell their brands in China. Now we work in a studio with exclusive clothes that use Italian design, materials and labor. We are the only Italians in China to offer this service except for luxury brands like Chanel.

En Vie: What are some of the success stories since your conception?

IDEM: Becoming knowledgeable of the Chinese market, having expertise in refined Italian taste, working with passion, dedication and determination.



En Vie: What are some of the top exciting Chinese labels we should be watching out for?

IDEM: As for marketing, certainly Ellassay. For image and style, Marisfrolg. In youth clothing, Mo&co is very modern and maintains a good image.

En Vie: So Italy and then China. Can you see your IDEM's influence spreading to other countries?

IDEM: I hope so, but I think for many years I will be dedicated to China only, my first love.

Want to know more?
<http://www.idemsrl.it/index.php/azienda/?lang=en>



Let the Shopping Begin



Just Hanging Out

Downtown or LakeTown?

Words by Ben Steinson
Pictures by Adam McCann

Saitama used to be regarded by Tokyoites as the suburbs, a place where the unfashionable go to live—that is until the opening of 'Japan's largest eco-friendly shopping centre' in 2008. Aeon LakeTown boasts 224,000 square metres of shopping and entertainment space which holds no less than 568 different stores—enough to satisfy even the most experienced shoppers, but how does it compare to shopping Meccas like Ginza and Harajuku?

"Come on, it opens at 10am!" Yells Minako Itaya, an administrative assistant from Saitama, "Yeah, we don't want to miss the bargains," adds Liz Chang, a 3D animator from Malaysia.

Promising the girls a day's shopping is one thing, but does it have to be so early? The answer is an emphatic yes.

As we shuffle off the train the girls' eyes light up like Christmas trees—standing before us is the huge, almost daunting, super mall.

Immediately we see the rows of solar panels which stretch the length of the dog-leg shaped building. "It's nice to shop in a place that is so eco-friendly, it makes you feel that little bit better about everything you buy," comments Minako.

The morning is spent flitting from store to store like kingfishers with designer handbags. "LakeTown makes me feel like I'm in shopping heaven," giggles Liz.

The complex promises shoppers a unique blend of brand shops, boutiques and specialist shops. "I love the fact that whether I have something in mind



Girls ♥ Bargains



Brazen Boots



In a Barbie world



You got my size?



Stylish ♥



Fancy Footwear



Pearls of Wisdom?



Pinky & Dianne



or I'm just browsing, I can always find something I like—the variety of style and price is amazing," says Minako.

"It's so convenient," adds Liz, "I don't have to walk around in the cold all over Tokyo to find a brand I like—I can shop at places like Emporium and Zara within minutes of each other."

Soon enough, tired legs and rumbling tummies mean we break for lunch. The girls kindly allow the boys to make one decision—the restaurant.

"There is a great selection of restaurants here," remarks Liz, "which makes it a great place for a girl's day out." We finally decide on an all-you-can-eat buffet place.

With rested limbs and full bellies the girls set out with renewed purpose, determined to cover as much of the three one-kilometre long floors as is humanly possible.

As an exhausting day's shopping comes to an end we review the numerous purchases. "I got a light-weight woollen poncho, some skirts for work from Next and a pair of brown boots to keep my legs warm this winter," smiles Minako.

"And I bought a pair of shoes, a bag from Mango and some accessories from a cute, little boutique," adds Liz, "Oh yeah, and a hairdryer."

So, Downtown or LakeTown?

"It's a lot less stressful than battling through the crowded streets of Shinjuku, Harajuku or Omotesando."

"And I definitely feel as connected to fashion as I would if I were in Tokyo, perhaps more so because I can stumble upon a new brand or style I would normally miss," reflects Liz.

LakeTown is Japan's largest Eco-friendly shopping centre boasting 568 stores. A must see shopping destination for anyone in or visiting Tokyo.



Hats Hats Hats!



Stacks of Choice



Vivre la Difference



A Life of *Fashion*

Words by Michael Hobbs
Photos courtesy of Choichangho

Korean born designer, Choichangho has spent his life in fashion and made big waves in Asia. En Vie caught up with him for a quick chat about his love—fashion...

En Vie: How did you start your label?

Choichangho: My family is not from fashion and I wanted to be a painter until I saw a fashion show by Japanese designer, Michiko Koshino, in '89 in Seoul, Korea. Everything changed for me after that fashion show.

I showed my first collection in Seoul '98. I later rolled out collections in Osaka, Beijing, Tokyo and Shanghai between 2000 and 2010, the Tokyo Collection a highlight. Throughout that entire decade I also worked on the 'Puma Tiger' shoes Seoul Collection. I have fond memories of standing next to Ms Koshino in Seoul, 2007 whose collection followed mine.

En Vie: What's most inspiring for you?

Choichangho: Ms. Koshino, singers, artists, architecture and illustrations.

En Vie: What other labels do you like?

Choichangho: I really like Ann Demeulemeester

En Vie: What do you wish for the future?

Choichangho: To bring the lab to Paris, have boutiques in Paris and own my own shoe line. I would especially love to design all my own labels, not just garments also the shoes. It's not an easy thing to achieve.

En Vie: What do you think of fashion in Asia?

Choichangho: I think fashion is from the world and it's difficult to connect a region to peoples fashion these days.

En Vie: What you think of Pet fashion?

Choichangho: It's fun to see and if my kids (a 3 year old girl and 5 year old boy) got into it one day, then I'd make clothes for my pets. I could turn it into a business one day, who knows?!





New Year's Fashion Resolution:

Get a Wardrobe That Matches Your Life & Ups Your Style Game

Words by Lesley Scott, Editor in Chief of Fashiontribes.com
Photos courtesy of net-a-porter.com

Lesley Scott looks at how to build a wardrobe for every occasion and how to put these pieces together. In the last issue we looked at five Can't-Fail tips. In this issue we will show you the first 10 key must-have basics for your wardrobe. Part three will complete the collection with the final 10 pieces.

Now that you know the recipe, here are the 20 key ingredients to have on hand:

NET-A-PORTER.COM is the world's premier online luxury fashion retailer. With a huge range of designer labels, it's never been so easy to indulge all your fashion fantasies. Go to www.net-a-porter.com and enjoy.

1

TRENCHCOAT Few items deliver such a stylish punch for so little effort. Choose a classic cut in your foundation color(s) first; later, expand your collection to include one in a bright color and either a happy floral or an animal print (we love leopard and python).

Lanvin python-print silk-taffeta trench coat \$4580

2

SUIT If possible, a jacket, pant & skirt. This is the place to s-p-e-n-d to get the best fabric you can afford & make sure the fit is nothing short of fabulous; budget in a trip to the tailor. When you wear the various pieces separately, they really give everything else you own more style mileage.

Stella McCartney Iris Wool Blazer \$1295 & Jasmine tailored straight-leg pants \$525

3

JEANS The Bootcut is never not in style, and the darker the wash, the more flattering. Buy one pair to wear with your heels & one pair for flats. (Trust us, there isn't some magical in-between length that looks right with both.) If you find a pair that makes your booty look great but gaps at the waist, it's an easy alteration—and when you do visit the tailor, be sure to bring along the correct height of heel to get the hem length perfect for you.

7 For All Mankind low-rise bootcut jeans \$165

4

PENCIL SKIRT No chic French femme would be without her black or navy pencil skirt...mon dieu, the very thought! Advanced-level fashionistas also have one in their light foundation color, plus an animal print (like leopard) and a fun bright color.

Antonio Berardi zip-embellished crepe pencil skirt \$1115



10

5

LE SMOKING Think that classic black Yves Saint Laurent tuxedo jacket & loose-drape tux pant. Such a fabulous evening option! And the jacket will easily dress up everything from jeans to the trendiest jumpsuit. Feeling daring & glamorous? Pick up a le Smoking in ivory or white to get your Bianca-Jagger-marrying-Mick-in-Saint-Tropez on.

Vivienne Westwood Anglomania Bounty double-breasted twill jacket \$625 & Yves Saint Lauren high-waisted wide-leg crepe pants \$975

6

CASUAL, YET FIERCE, JACKETS One in well-worn denim & one in leather—modern classics include a motocross style, or you could rebel in something vintage and studded to channel your inner Iggy Pop or Debbie Harry.

Current/Elliott The Snap denim jacket \$275 & Isabel Marant Keni leather biker jacket \$2395



TEES Go body-con but not too snug in your dark & light foundation hues. Having a 60s Bardot moment or playing the gamine a la Jean Seberg in Godard's *Breathless*? The Breton stripe top is always, always fresh...which is probably why Chanel & Balmain continue to send them down the runway.

Day Birger et Mikkelsen striped jersey top \$100 & T by Alexander Wang classic-pocketed jersey T-shirt \$76

BAG WARDROBE A roomy everyday bag in both of your foundation colors. Great options include a menswear-inspired messenger, a hobo (like Jackie O's beloved one from Gucci), top-handled doctor-style satchel (eg. the Louis Vuitton "Speedy"), and a chain-handled number (Chanel 2.55). For evening, a clutch is never out of place, but the cool kids are now opting to go hands-free with a petite cross-body bag...meaning no more juggling your cocktail, plate of canapés, shaking someone's hand, and trying to keep track of your bag

Gucci vintage web medium canvas bag \$1160 & BOTTEGA VENETA Knot sfrangiato leather clutch \$1980 & Mulberry oversized Alexa leather bag \$1250



HEELS Timeless pumps, both in dark & nude, are an absolute must-have; an almond-toe or moderately rounded-toe is probably the most trendproof, but vintage kittens are encouraged to rock as pointy a pump as possible. During the colder months, calf- or knee-high boots in the same colors make winter your very own Style Wonderland. Also worth putting on your list is the newest classic: booties or shooties, plus a strappy metallic sandal for any weddings or dressy events that always seem to have a way of popping up.

Christian Louboutin Simple 70 leather pumps \$595

FLATS Feminine, ballet-style look as cute with skirts & dresses as they do with pants & jeans. Get one pair each in your dark & light foundation colors, plus a zippy just-for-fun pair in a bright color, metallic or bold animal print. During fall/winter months, reach for stylish flat boots in the same colorways.

Alexandre Birman python ballerina flats \$495

Next issue we reveal the final 10 key pieces. To read more from Lesley check out www.fashiontribes.com

2011

The Best Conceptual Fashion: 2



Words by Lei Zhang
Photos by Rollan Didier
Runway Photo source: <http://www.irisvanherpen.com/>



Iris Van Herpen *“Modern Creativity in Couture.”*

“Boredom is
the mother of creativity”

and Ron Arad, one of the world's most successful contemporary designers, agrees with the notion. Perhaps this is what so easily explains the young, avant-garde fashion designer, Iris Van Herpen, who holds such rare power as to make each of her live shows jaw-dropping and brimming with the unexpected.

Iris Van Herpen, a brand new blood in the fashion industry, graduated in 2006 from the ArtEZ Institute of Arts in Arnhem, the Netherlands. Like what her world-renowned peers, Dutch designers Viktor & Rolf contributed to international fashion stage with their extraordinarily theatrical fashion shows, Iris Van Herpen's edgy and futuristic designs also maintain the modernist idea of conceptuality and abstraction, which are proof that the Dutch are not only good at pushing back boundaries but also keep providing a source of inspiration for stylists and designers all over the world.

What makes Iris's design truly stand out is how she interprets her design philosophy—“re-evaluating reality,” through each hand-made piece.

On November 6, 2010, she won The Mercedes-Benz Dutch Fashion Award for her collection that embodied “modern creativity in couture.” People are respectfully being patient when it comes to her becoming big international success, but personally I hope she “gets bored,” soon. Luckily, when I asked her a few questions she was very forthcoming.



For the Synesthesia collection, where did you draw inspiration from?

For my Synesthesia collection I was inspired by the extreme sensitivity some people experience because their senses are linked to each other- Synesthesia. This results in them being able to feel colours, see music and taste something visual. I have it a little bit, music gets visualized automatically sometimes with me, which is really fascinating. It is a way to experience things differently, more sensitive. And I wish I could have it more, then I could 'taste' my designs for example.

"I was inspired by the extreme sensitivity some people experience because their senses are linked to each other — Synesthesia. This results in them being able to feel colours, see music and taste something visual."

In the collection I have approached the body as a manipulative, sensitive and fragile object by enlarging body parts through transparency, movement and extreme repetition so as to emphasize extremely refined craftsmanship. I also worked with different reflective glossy foil to confuse the eyes and to give clothing an extra dimension by combining movement with liveliness. I wonder if in the future clothing will support some of our senses or even take over.

We also found you have been experimenting with different techniques in the designing process, can you tell us a little bit about it?

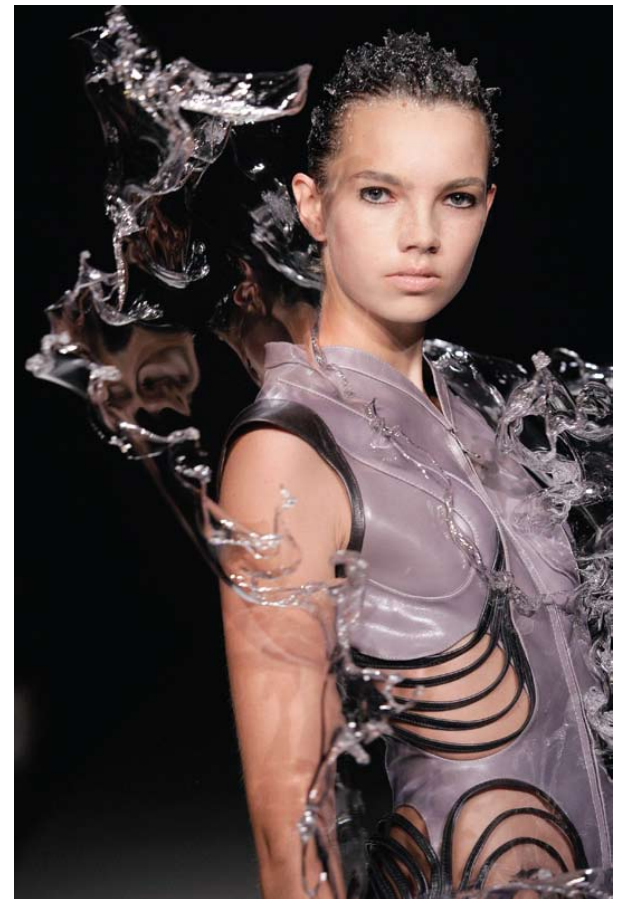
I like to work with new techniques to increase and challenge myself. For example; for my Chemical Crows collection I made brass sculptures (huge jewellery in dress forms) to turn my crows visually into gold. That was something very difficult to make, no sewing machine or patterns could be used. For my Crystallization collection I worked with the transparent material PET-G, that I turned into a totally transparent water-dress without any seams. I did that with a big heat-blower. That took a lot of experimenting to make it like I wanted, and the rapid prototyping, the technique that I am extending for my coming collection. I collaborate with the architect Daniel Widrig and the 3D print company MGX by Materialise.

"For my Crystallization collection I worked with the transparent material PET-G, that I turned into a totally transparent water-dress without any seams."

This technique took a long time to research and to be able to work with it well. I still find it difficult because it is so technical and so different from what I am used to doing but I like the challenge very much. I would get bored if I kept on using the materials and techniques I already knew.

Any plan, hopes or projects for 2011?

To start with, I will show my couture collection in Paris in January. In February I'll exhibit at NY Fashion Week. I'm also doing a chocolate project for Hong Kong.





From Iris Van Herpen's
Crystallization collection



6 Secrets to Shut-eye

Words by Jesse Reidak
Illustrations by Zandra Koe

Everyone wants to wake up feeling refreshed and beautiful in the morning. The hard truth is that all of the creams, oils, and "new age" music simply won't make a shed of difference to your overall appearance. The cornerstone of true beauty comes from inner strength and confidence which is then projected outwardly. By laying down some simple rules to live (and sleep) by, we can all proceed in to our days simply radiating with warmth and positivity. Here's how to get a proper night's rest:

The night before—

1: Do not eat a full meal 2 hours before falling asleep. This leads to packing on some serious pounds and to your digestive system operating at the same time as your sleep system. Ultimately you'll arise with bags under your eyes. Follow the 2 hour rule and only snack if you're simply starving.

2: Drink fewer fluids before bed. Although it's important to keep hydrated, drinking too much before sleep can lead to 3am bathroom trips. This in turn affects the amount of REM (deep) sleep you get.

3: Most importantly, set a BEDTIME ALARM! This is the single most important ace up your sleeve. Usually at night we kill precious moments of sleep by doing things such as checking Mixi, Facebook, or watching TV. As we all know, 11pm turns in to 1am very quickly. Reinvest these wasted moments in to sleeping more and your smile will be bigger and brighter.

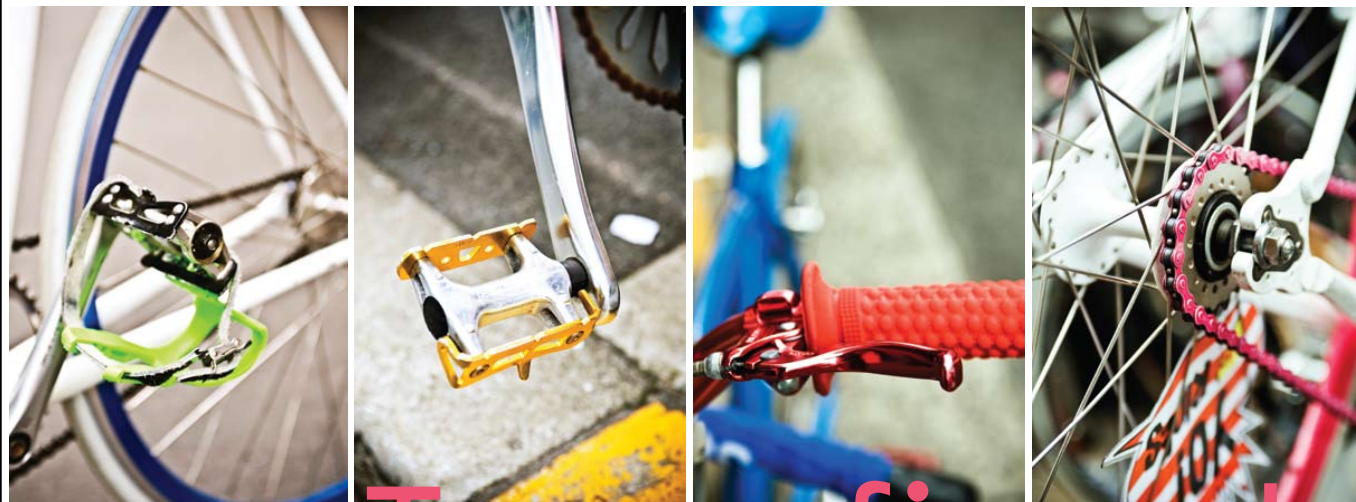
The morning after—

4: Have a tall 8oz glass of water next to your bedside. Immediately stand up and down the glass. This will bang you into the day like a bolt of lightning. A tall drink of water will alleviate up to 80% of your grogginess after rising. It's a far better kick than coffee or tea provides.

5: Smile. So simple and yet so important. How can you positively affect those around you and project your inner elegance by starting your day with a scowl? Knock back that water then smile. It starts your day off on a positive note and will carry through your entire day.

6: For those of us which have a super hard time waking up, here's one last tip for success. Print off a calendar page of the current month and tack it up on your wall. Have a marker nearby. When you wake up on time—ready to go—mark a big sunshine or check mark on the specific day. Over the course of the month you will be able to see and reflect upon all of the progress you've been making.

Taken together, these 6 steps will ultimately lead to you waking up on time, properly rested, with a big smile and a positive warmth that you can carry all day with you and pass on to others.



Words by Michael Hobbs
Photos by Rob Walbers,
www.robwalbers.com

Transfixed

In a fashionable city where bikes form a staple part of the urban landscape, it's no surprise Osaka's fixed-gear scene is a thriving sub-culture. While these slick machines have a strong following around the world for their light-weight, no-fuss and speedy attributes, I suspect Osakans are pedaling a fashion statement foremost.

Amid the grey of winter, the sight of a pastel frame 'fixie', weaving through traffic sparks a curiosity that's quickly followed by a warm envy at the fashionable, fluidity of it all. This is so because fixed-gear bikes, commonly known as 'fixies' are minus the unsightly gears and gadgetry. They're stripped down to a slender, robust frame that leaves everything else to the individual style of the rider. A funky accessory fusing fashion and well, yes a little engineering that's right at home with even the most delicate of Japanese fashionistas.

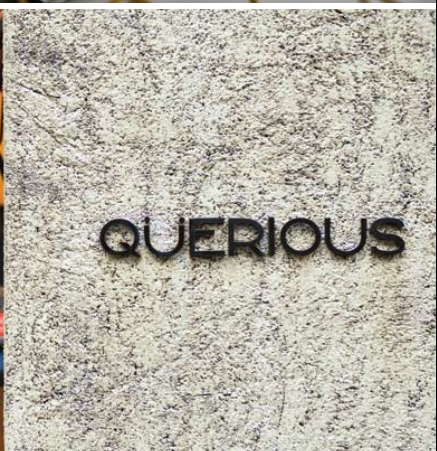
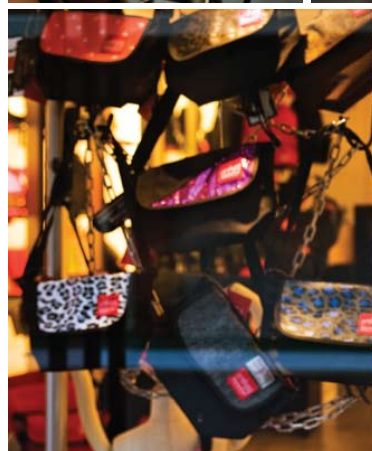
'Fixie' fashion of today often plays with vintage, urban chic/preppy looks but really is just whatever the rider digs at that moment. Sports wear however, seems largely confined to the velodrome, in Osaka anyway. Original 'fixie' fashions emerged from West Indian immigrant courier riders in New York who slung a messenger bag

over their shoulder and darted all over the city against the clock. Many modern day riders like fashion store owner, Takatomi Sasaki, borrow directly from this look. Funny enough, he slings a Manhattan Portage bag (a brand promoted as "The Original New York Messenger Bag") over his shoulder and whips around town, only with a little less earnest and a little more panache. He chooses to ride a fixie because he feels "more connected to it than any other bike" and shares a "one-to-one" relationship with it. He says he can't be seen riding any other piece of junk because it wouldn't fit his fashion and thus his look would be incomplete.

'Fixie' fashion of today often plays with vintage, urban chic/preppy looks but really is just whatever the rider digs at that moment.

Fittingly, Sasaki's boutique, Querious, is nestled in the fashion and design hub of Minami Horie. Like bastions of 'cool', fixes line the outside of funky cafes and hang from the ceilings of fashion boutiques, as if to say "without one, you're not really in the club".

I thought it best then to speak to a large supplier of keys to this 'cool club', Yoh, owner of Ocean Cycle Factory. With a long personal history of racing fixes and a bike fiend foremost, Yoh was initially keen to talk cycling, models and aerodynamics before I simply asked him "Who's your typical customer"? He smiled and said "well many are fashionable types like boutique owners or design students who aren't interested in cycling but love the style of them."



These customers tell me what colours, designs they like and I even take into account what they're wearing." I think there's a frame for every taste." When working with such fashionable pieces, it's evident in-store workers inevitably have to put on both cyclist and stylist hats when satisfying customer needs.

So in future, there's no need to wonder why some people on bikes are suddenly oozing style. It's not just their clothes nor just their bike, it's a head-to-toe look that's got you transfixed.

Want to get the fixie look?

For bikes check out: Ocean Cycle Factory Blog, <http://ocf-blog.blogspot.com/>
Email Yoh, ocean_cycle_co@yahoo.co.jp

For bags check out: Querious
Tel/Fax, +81 6 6532 1799

February Horoscope 2011

Words by Izumi



Aries

21st Mar–20th Apr

This month brings good luck for love. Go on a short trip with your lover to build a sweet atmosphere. Singles can take this opportunity to attend many parties. However strictly budget your money.
Lucky Colour: Bright Red



Taurus

21st Apr–21st May

"Resolute" is a suggestion for you. Buy the things which you want to buy and don't hesitate when needed to make a decision. Valentine's day is a good chance for singles. Bye a lottery ticket. try your luck!
Lucky Colour: Blue, Green



Gemini

22nd May–21st Jun

This month you'll spend a lot on entertainment. Be careful of going into deficit. Why not go to temples or have a walk in park and enjoy nature. At work, be a good listener.
Lucky Colour: Stripes, Multicolour, Gray



Cancer

22nd Jun–22nd Jul

Busy times are almost passed because you arranged your work so well. Now, enjoy leisure time. Singles should make a new image for yourself and give a nice impression to the person you like.
Lucky Colour: White, Pearl



Leo

23rd Jul–23rd Aug

Because you prefer to do things which you like, it's easy to ignore other things. Arrange work in order of priority and then you can handle a difficult task with great ease. Be careful of relationship problems. Deep breathing will soothe anger.
Lucky Colour: Brilliant Yellow, Light Yellow, Brown



Virgo

24th Aug–23rd Sep

Couples are busy with gifts and dating for Valentine's Day and singles are easily upset and tired. Why not spend time with family? When you're annoyed or don't want to talk, please be mindful of others' feelings. Family and friends only care about you.
Lucky Colour: Gray



Libra

24th Sep–23rd Oct

All of your work comes crashing together, your both hands full, you'll want help from others. You really need sleep to solve the bags under your eyes. Enjoy yourself at the end of month. Give a surprise to your love.
Lucky Colour: Blue, Woad ?<<



Scorpio

24th Oct–22nd Nov

You're busy with trivialities; don't forget to do the important things. If you slack off, then work will make you crazy. There will be some big spending this month, but you'll also have an unexpected income.
Lucky Colour: Red



Sagittarius

23rd Nov–21st Dec

Make time for chatting with your friends, use your humour and wisdom to become the focus. This month your fortune in love will be better. Perhaps inviting friends to attend a party will mean a big opportunity.
Lucky Colour: Blue, Purple



Capricorn

22nd Dec–20th Jan

At work, treat people with respect. But this month you are easily displeased and grumpy. Friends and family members beware. No matter if you are single or not don't stay home on Valentine's Day.
Lucky Colour: Black, Navy Blue



Aquarius

21st Jan–19th Feb

This month you will be a little lazy at work. Be careful of a colleague's complaints and an unsatisfied boss. A restaurant with a romantic environment is the first choice for dating.
Lucky Colour: Blue-Black



Pisces

Feb 20th–Mar 20th

You prefer tender and sweet feelings with your love, so you will spend Valentine's Day in a low-key way. At the end of the month, your office will be so busy. To work with creative people will bring double luck during a full moon time.
Lucky Colour: Green, Water

Chinese Lunar New Year Horoscope

the Year of the Rabbit

The Lunar New year is borderline between 2 years.

Words by Izumi



Rat 1960, 1972, 1984, 1996, 2008

You appear to have normal intelligence but actually your mind is sharp, logical and attentive to details. Your character is slightly introverted but you are good at making friends. Your deficiencies are conservatism and a consideration for others that isn't far reaching enough. You also can be overconfident and often encounter regretful situations.



Ox 1961, 1973, 1985, 1997, 2009

You have a lot of good qualities; diligence, pragmatism, patience... Males keep promises and females are single-minded. Sometimes females are too stubborn, reaching a dead-end and possibly lose friends because of it. You can experience great success after middle-age.



Tiger 1962, 1974, 1986, 1998, 2010

You have a strong career focus, with great aims and can expand into new fields. You're passionate, generous and like to help others. however, you need to overcome an impatient mental state and listen to the opinions of others. Luck is your gift. You are indeed the luckiest star in the Chinese zodiac. You are the symbol of success and luck.



Rabbit 1963, 1975, 1987, 1999, 2011

You have great compassion and kindness. You're sensitive and don't like disputes. Due to your patience and self-effacing nature, people can't know your true mind. Use your talent well and if you can be magnanimous then you will find your true love.



Dragon 1964, 1976, 1988, 2000, 2012

You are talented, aggressive, straightforward with a strong self-respect. You are good at financing and don't bother with trifles. You are attractive and charming in romantic relationships but you don't like being restrained by love. You will reach a kind fate but with twists and turns along the way.



Snake 1965, 1977, 1989, 2001, 2013

You are responsible at work, ingenious, quick-thinking, and have foresight. You're also intelligent, have good taste and have some artistic talent. But in romantic relationships you are suspicious and easily jealous.



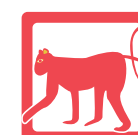
Horse 1966, 1978, 1990, 2002, 2014

You have a warm heart and a cheerful mind. You're romantic but sometimes irritable. It's easy for you to go to extremes and show impatience towards people. You can lack endurance and easily give up on things. However with some training you can become more patient. You fall in love easily, at first sight even.



Goat 1967, 1979, 1991, 2003, 2015

Your basic characteristics are docility, gentleness and steadiness. You are friendly to people, mild mannered and have good adaptability. You present people with a soft image but inside your mind is strong. You're emotional in love and expect partners to make you feel secure and cared for.



Monkey 1968, 1980, 1992, 2004, 2016

You were born intelligent, are versatile, humorous and easily attract romantic partners. You are unsatisfied with a mundane life. You're temperamental and feel the need for change often. You are also afraid of being tied down, making you easily attracted to new loves and easily loathing of old loves. Nonetheless, upon meeting your true love you will devote yourself to them.



Rooster 1969, 1981, 1993, 2005, 2017

You're energetic, efficient, competitive and seek romance and a freshness in life. Whether it's work, love or relationships, you show great positivity. However, you're short-tongued and stubborn. Being less chatty can avoid troubles and make you become popular.



Dog 1970, 1982, 1994, 2006, 2018

You are smart and organized with a good sense of justice. You are loyal and honest with people. Choosing the right job and having someone who really loves you is very important. You're sometimes irritable, don't see all that's around you and are stubborn. It's best that you exercise more self-control.



Pig 1971, 1983, 1995, 2007, 2019

You are compassionate, honest and friendly. Your sincerity allows you to easily gain the trust of your friends. You are optimistic, with a pure idea of romantic relationships. However, you do not love others easily, keeping the truth hidden inside. At times you don't consider the feelings of others. Your temper can be unstable and you may be impatient towards work and study.



Night

Techno thuds, hip-hop pumps, and every street corner sparks to life. Some Japanese like to go "site-seeing" in Ame-mura on a Saturday night. Hordes of fashionably equipped Japanese stroll the streets searching for the newest hot-spots amidst all of the old favorites. And if you're interested in interacting with expatriates, Ame-mura promises many Canadian, Americans, Australians, and Englishers (among expats from many other countries). Ame-mura is a melting pot of culture; an area where everyone can let their predispositions melt away and embrace the uncanny. So what are you waiting for? Put on your most experimental threads, slap on your disco kicks and get ready to rock the night away. Taxis are of course optional if you miss the last train at midnight. Enjoy!

Phantasmagoria

Words by Jesse Reidak, jesse.reidak@gmail.com
Photos by Frostdigital

Phantasmagorical Radiance. Rays of life, fashion, feast, and adventure all co-exist in an ozone of uniqueness within Ame-mura (アメリカ村—American Village). This distinct concrete quarter sandwiched between Osaka's Northern business district, and it's more unkempt southerly region can be easily accessed by taking the Subway line to Shinsaibashi. The area certainly requires compartmentalization. Day, and night:

Day

Two steps out of the subway exit and you're hit with a brilliance of colors. 3-D adverts spring to life and seem to pop out from every building. You can't keep your eyes off all of the beautifully dolled up people whisking by. First and foremost — go shopping! The possibilities are limitless. Walking in Ame-mura's streets you won't be able to avoid dipping in to check out some of Osaka's latest fashion trends. Once your feet get tired, why not cool your heels at a café in and around Triangle Park? This triangular concrete juncture truly sparks to life when the sun sets, but taking a peak during daylight hours is also very rewarding. Reach in to your pockets and dig up some change for the coin lockers. Next, you're locking up your new purchases near the station and waiting for the sun to set in the Land of the Rising Sun.

Miki & Gallio

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