

# En Vie

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MARCH  
2011  
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Calvin Klein  
Collection  
in China:  
Our interview

## FEATURING:

Mercedes Benz  
Fashion Week  
takes us for a spin

Accessories  
straight out of  
the pencil case

Why Shanghai?  
Frau Ana fills us in

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# Colours

Time to thaw out your spring fashions!

Chinese fusion from Liu Hui Li

and more...









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**Photographer:** Giuseppe Ciaola  
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En Vie's cover photographer for the March 2011 issue.

Giuseppe is a highly experienced photographer with a great eye for beauty, is reliable and hard working. As an Italian living in Shanghai for over 8 years, he is the epitome of professional and gets the job done; a great connection for professional work.

# NEWS

## 1. New York Fashion Week

Just as we go to press, New York Fashion Week is beginning! Early reports suggest that all attention is focussed on shoes—big and beautiful, fancy and functional. Long skirts, tapered trousers and contrasting socks all work together to draw the eye down to the foot, so you'd better have something worth looking at when they get to the end of your legs! Don't worry—En Vie will keep you posted for all the latest trends.

## 2. Gwen Stefani

Pop Star, model and designer Gwen Stefani launched her new L.A.M.B. collection at her New York show this week. The multi-talented former No Doubt frontwoman's latest range is full of colourful prints—from African-themed oranges and yellows to bold high contrast greys and revealing cuts—plenty of three-quarter length trousers, miniskirts and bare midriffs. Perfect for the summer to come.

## 3. V&A Exhibition

Anyone in the United Kingdom should stop by London's Victoria and Albert Museum for their new exhibition of the Japanese fashion designer Yohji Yamamoto. The visionary designer has stayed ahead of the fashion curve for 30 years and this will be his first major retrospective, with over 80 garments on display. All sorts of events, courses and workshops are planned, so book your tickets early. The exhibition runs from the 12th of March to the 10th of July but will be very popular—we recommend planning well in advance.

## 4. no fur

It was a definite “no fur” message for designers at New York Fashion Week. Representatives from People for the Ethical

Treatment of Animals teamed up with Tim Gunn of Project Runway and actresses Taraji Henson and Olivia Munn on Thursday night to launch their latest campaign “Fur? I'd Rather Go Naked”. The venue: Stella McCartney's boutique in New York's Meatpacking District (herself a longtime supporter of animal rights who doesn't use leather or fur). The message: real fur is not necessary for fashion: use fake fur. Check out Tim Gun's video and make up your own mind: <http://www.peta.org/tv/videos/celebrities/86967624001.aspx>

## 5. Billion Dollar Blonde

You might not believe it but Jessica Simpson is behind perhaps one of the most lucrative celebrity fashion lines ever. The Jessica Simpson Collection is tipped to earn more than \$US1 billion in sales this year, which will make her the first celebrity to break the billion. While other celebrities have put themselves all over their brands, Simpson takes a 'behind the scenes' approach and it works. Her breezy, accessible range of clothes and accessories offers women wearability with a celebrity appeal that's attainable.

## 6. Silver Fox

Michael Douglas attended New York Fashion Week in a slick pewter trench, dark aviators and a warm tan, showing no signs of the throat cancer he's battled recently. His dramatic yet classic style was well suited to the Michael Kors 30th anniversary collection which he took a front row seat at. Kors presented signature looks inspired by three decades of confident, glamorous fashion.

## 7. Red

Traffic-stopping red is the colour on everyone's lips for 2011. Powerful and precise shapes are slicked on lips and splashed on eyes in an abundance of crimson and claret. Team it up with this season's footwear: chunky platforms and wedges, kitten heels and ballet pumps are all on red alert this year.

# PLUS NEWS



## First Islamabad Fashion Week

The first ever Islamabad Fashion Week was a historical event for Pakistan. The January 27-30 shows grabbed world headlines for all the right reasons this time and revealed a lively and fast-growing fashion industry. The successful event showcased many of the big names in Pakistani fashion and delivered a blend of traditional and western ready-to-wear and couture designs.

Whilst some designers played things a little safe, such as Deeba Zoa who sent out long satin and lace gowns that towed the line of traditional modesty, others like Ammar Belal really packed a creative punch. His 'Corporate Resort Collection'

was edgy, stylish and forward thinking. His impeccable tailoring of blazers, waistcoats and trousers formed sexy yet tasteful silhouettes that offered power and confidence for the corporate woman. The collection also offered men sophisticated, funky designs that were completely wearable in Islamabad or any city of the world. All of this was wrapped up in a preppy, Elvis rock and roll inspired concept that had a modern appeal and stood out from the pack.

A proud week for the Pakistan fashion industry and a step towards stronger international investment and involvement for the future.



# Mercedes Benz Fashion Week Berlin

Words by Michael Hobbs  
Photos courtesy of Mercedes-Benz Fashion Week,  
<http://www.mercedes-benzfashionweek.com/>

*The Mercedes Benz Fashion Week Berlin unveiled Autumn/Winter collections for 2011 late last January drawing big names of the fashion and entertainment industry. The impressive event comprising of 40 designers was right at home in a city abound with creatives in the music, film and fashion scene.*

The week was highlighted by seventies flair, lots of leather and a continual love affair with monochromatic shades. Heavy doses of colour were used sporadically for dramatic effect too. Rena Lange's show had a distinctive air of the lady about town, featuring knee length boots, full length coats and silk dresses in playful prints, dark circular sunglasses and floppy hats. The looks encompassed a high-end woman with an eye for sophistication. Blacky Dress gave us leopard prints, lashes of leather in browns and sangria reds that threw us back to the experimental seventies. Models fittingly strode confidently down the aisle with blown out perms.

Fur also made a comeback. Fur and the incorporation of accessories such as clutches, belts and hats were expertly used to create winning ensembles in the Schumacher and Dimitri shows. Shumacher brought more seventies vibe with vivid orange, sky blue and purple finished with fur. Outstandingly, Italian brand Dimitri proved that he could be innovative with his cuts, use of materials and create original, ultra chic and wearable pieces for the woman of this millennium. His subtle use of browns and reds, sprinkling of fur and headwear, punctuated a versatile yet united collection.

Hugo by Hugo Boss put out a strong collection with bold uses of white, black and red. Together with impeccable tailoring, Boss effortlessly fused business and pleasure for the sassy, no-nonsense urbanite. Some of the more surprising moments were found in the Lever Courture line featuring see-through gowns and what appeared to be a white ruffle mountain shuffling down the runway. Black Swan-esque tutus were also on the menu. Maicco fascinated with an asymmetric collection of unusual colour combinations like dark green and grey. But most memorable was the Georgian desi-gner's unique



detailing of shapes and patches sewn over garments that pulled us in for a closer look.

Revelling on home-turf, Berlin born Michalsky's 'Urban Nomads' collection thoughtfully concentrated on the interplay between the urban environment and the humans that inhabit it. The clean, sharp looks encapsulated German aesthetic with industrial greys, blacks and hit of magenta. High waist lines enhanced the height of models and the use of leather gloves and boots. aviator eyewear and slick hairstyling imbued thriving urbanites committed to their surroundings.

A fine representation of an incredible event that's fast gaining on other European centres of fashion.



Ida Sjöstedt at Mercedes Benz Fashion Week Berlin





Blacky Dress



Dimitri



Pelger



Cest Tout



Irene Luft



Hugo



Michalsky



Unrath Strano



Rena Lange



Maicco



Lala Berlin



Featuring at Mercedes Benz Fashion Week Berlin...

Mercedes-Benz FashionWeek

Mercedes-Benz FashionWeek

Mercedes-Benz FashionWeek

Mercedes-Benz FashionWeek





Photography and editing:  
Gabriella de Martino  
Model: Marisya at M&P  
modes, London  
Fashion: Alexandra  
Hester-Greenhill  
Make up: Sian Duke





Calvin Klein  
collection

# In Love with Calvin Klein Collection

Words by Wesley Wang  
Photos courtesy of CKC

*YILISHI group owner and distributor of Calvin Klein Collection in China talks to En Vie about what beauty means to her and falling in love...*

**En Vie: You are a very attractive lady, what does beauty mean to you?**

**YILISHI:** Beauty is everywhere, so what's important is one's ability to notice it. Personally, I prefer things that are simple, stylish, classical and fashionable.

**En Vie: What is beauty for Asian women? What about for European women?**

**YILISHI:** Beauty comes from confidence. Perhaps Asian women are more subtle, whilst the way European women behave is more direct and open. But for both Asian women and

European women, beauty comes from confidence.

**En Vie: What kind of beauty do you think the Calvin Klein collection offers to women?**

**YILISHI:** The Calvin Klein Collection is known for being simple, sexy and urban. The sophisticated yet subdued details are the most tasteful parts of the brand. Therefore, the brand is for women who are trendy, low key, simple, very profound on the inside and tasteful. Speaking personally, I think highly of anyone like that.

**En Vie:** Francisco Costa is the apprentice of Oscar de la Renta, who is well known for creating an international but elegant "Tiffany" kind of beauty, but Francisco, instead, offers a kind of beauty that is "controlled and minimal". Sometimes this might be hard to understand immediately, so why did you chose this brand at first sight and decide to bring it to China?

**YILISHI:** I had been living in Europe for many years and I have a deep insight into the fashion industry. My decision to oversee the brand here was not made randomly. It took me many years to study the brand—from getting to know it in the beginning, to being familiar with it, and finally to loving it. I appreciate the concept of the brand given by Mr. Calvin Klein, and I value highly the work done by the designers of both the male and female collections of Francisco Costa and Italo Zucchelli. Simple does not mean easy. Only those exceptional, timeless pieces, can make the most of simplicity. Francisco Costa and Italo Zucchelli are both capable of that. Their creations are the perfect explanation of the spirit of the brand and it brought about stability in the development of the brand. I wanted to bring such a brand to my motherland, so that more people could fall in love with it. Meanwhile, I believe such an excellent brand would have a bright future in a market with huge potential like China.

**En Vie: We know that you have achieved great success in China with CKC, how did you choose the "Chinese collection"?**

**YILISHI:** First of all, thank you for the compliment. As I said earlier on, the reason why I brought the Calvin Klein Collection to China is, on the one hand, because I'm personally fond of the brand and, on the other hand, because I trust that the energy behind the brand will give it a bright future in China. During my time in charge of the Calvin Klein Collection, the brand has been improved and developed here in China. But I think this is just the start and I'm very confident about making this brand an even bigger success.

**En Vie: In China currently you have 2 stores. What is the plan for this year, how many more store to open?**

**YILISHI:** The two shops we have up-



Designer Francisco Costa



Kerry Washington, Zoe Saldana and Kate Bosworth  
wardrobed in Calvin Klein Collection

and-running already are a good start. We've built a solid foundation and the next few years will be crucial to the development of the brand in China. We're planning to open 3 or 4 new stores in 2011.

**En Vie: I know you have managed retail businesses for many years and had great success, what is your management strategy?**

**YILISHI:** In terms of management, I wouldn't say that I've had great success, but I do have my own views about it. My strategy is to know the business you're doing and to love it completely. Take the Calvin Klein Collection as an example, I think I know the brand well and I am in love with it and this pushes me to manage the brand successfully.

**En Vie: Can you please talk about your upcoming collection? What should we expect?**

**YILISHI:** The coming 2011 Spring/ Summer Collection of the Calvin Klein Collection continues the stylistic theme of simplicity—its unique tailoring, use of selected materials and special patterns are worth looking forward to. Francisco Costa's creative uses of structuralism in the female collection accentuate its low profile designs. And in the male collection, I'm keen on those glossy textured coats. They're couture, modifying your body-shape to make you look more stylish. For the 2011 Spring/ Summer Collection, we anticipate that sales will increase by 50% compared to last year.



# Liu Hui Li

Words by Erika  
Photos courtesy of YIHUI

*Chinese label, Yi Hui, incorporates Chinese traditional elements and emphasizes sparkling seams and form-fitted garments.*

The designer, Liu Hui Li, uses simple fabrics to create extraordinary designs, predominately using cotton and silk. Her most impressive designs, are a series of cheongsams that feature hand painted flowers. Each of the four floral patterns (plum blossom, orchid, bamboo and chrysanthemum) cleverly illustrate four major temperaments of a Chinese lady. The flowers are known as the "Four Gentlemen" and have been used in Chinese paintings.

To know more about Liu Hui Li and her thoughts on fashion we sat down with her for an interview.

**En Vie: So Mrs Liu, what made you want to be a fashion designer?**

**Liu:** I have many hobbies and I love painting. I was naturally born with a sense for colour and beautiful things. When I was child I had many new ideas and would like to break the old rules. Even before I did my homework I would paint something nice on the blank space. After high school I studied at China Textile University (Donghua University). I chose Fashion Design to be my major. The reason for this... I hoped I could have my own team and make my dream come true. Make my inspiration and idea of art become true. And fashion is the closest art to our life. I think my decision to become a fashion designer was the right one.

**En Vie: Where do you find/get inspiration?**

**Liu:** I get a lot from traditional Chinese culture. I love to read art books too. I think a good designer not only needs the joy of visuals but also a natural elegance and soul.

**En Vie: What's the most important thing in your life?**

**Liu:** Just fashion and design. I love to put my heart into my job.

**En Vie: Well, what is fashion to you?**

**Liu:** Fashion is a sense of beauty in just one moment.

"I get a lot from traditional Chinese culture. I love to read art books too. I think a good designer not only needs the joy of visuals but also a natural elegance and soul."

**En Vie: Where do you want to be in 5 years?**

**Liu:** My brand, YiHui has Ladies and Men's garments. It is time. We are ready for the market. We are planning to launch the brand on a large scale too.

**En Vie: If you don't mind sharing, what's in your closet right now?**

**Liu:** "My clothes always have Chinese elements and mix with a modern style, mostly clothes from my own designs. I think it's most important that I show people a sophisticated taste."

**En Vie: How do you see Chinese fashion in the world now? How do you see it in the future?**

**Liu:** I think Chinese fashion is an important part of the fashion world. Chinese fashion must, with its own intention, create a brand culture. Then great designs can follow.

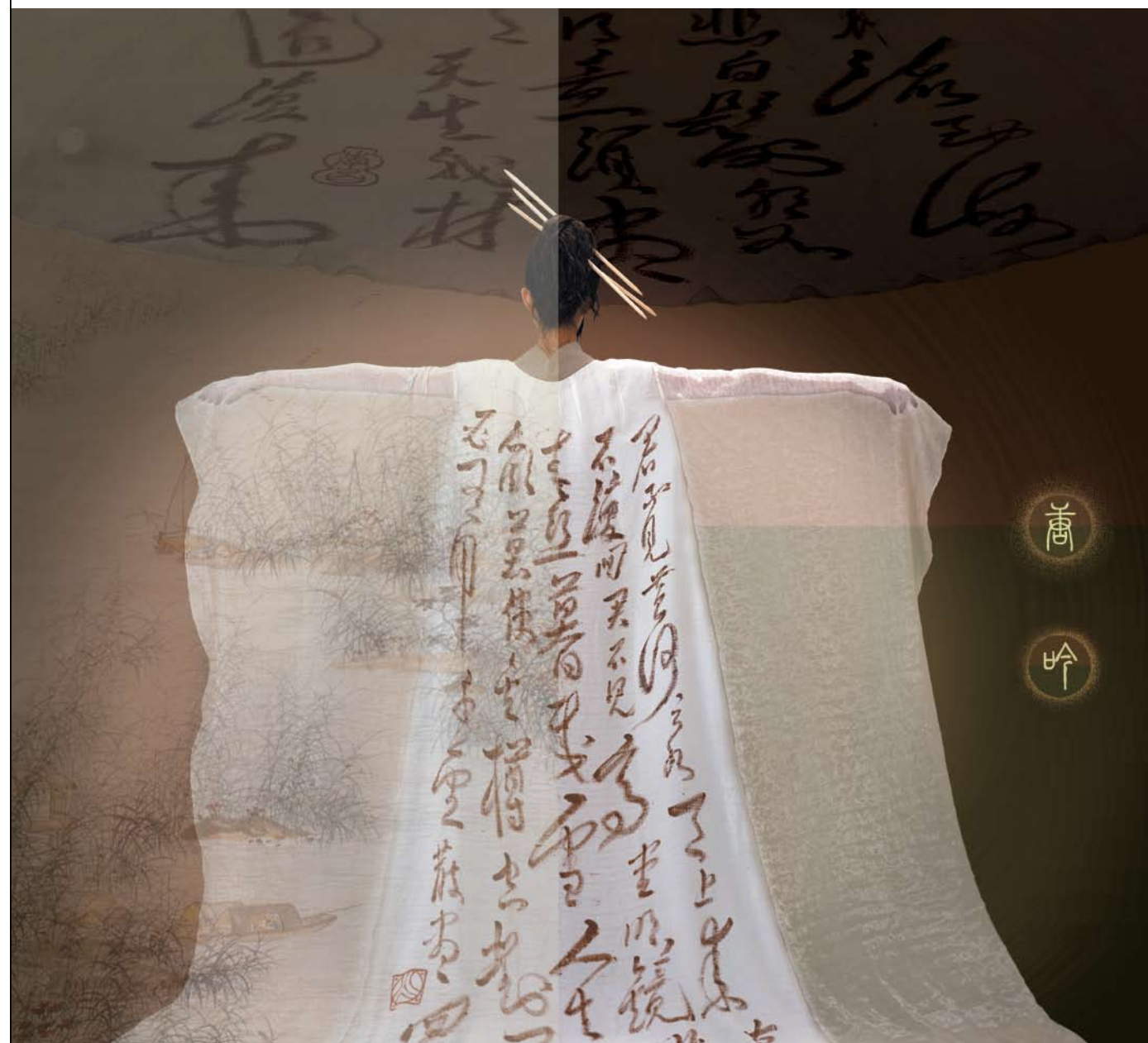


**En Vie: Do you have a message for En Vie readers?**

**Liu:** We are lucky in this age... everyone can have their own idea of fashion. Anybody can break the rules and create their own beauty. I hope you can enjoy the fun that comes from fashion!



YIHUI  
Shanghai Yihui Fashion Design Co.  
Tel: 021-62360293







仕 女 畫 卷



綉 野 金 錢





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Gabriella De Martino  
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Antonio Patrizio  
Model: AnnaSophie at  
M&P Models, London  
Fashion: Mariana Abella  
Fashion assistant:  
Olivia Snapes  
Designs: Florencia Kozuch  
& Mariana Abella  
Make-up: Buba Varkopic  
Hair: Stefano Mazzoleni







# Life in Colour

Words by Susie Gordon  
Photos courtesy of Frau Ana

*Hailing from Germany, Ana Frau is the creative talent behind Frau Ana, a Shanghai-based design house that is best known for bright colours and bold neon.*

**En Vie: Ana, how did you come to be in Shanghai?**

**Ana:** Shanghai and me? It's fate. I woke up one morning and Shanghai was calling me. I was still in university in Germany at the time, but I just knew that I had to go to Shanghai. After I graduated, I followed the voice in my head, and fell in love with the city as soon as my plane arrived at Pudong airport. The first three years I spent working for a German brand as a designer and brand manager, but I always knew that sooner or later I would start my own brand. I wanted to show the world my feelings about fashion.

"I'm constantly creating new ideas to show the world that they shouldn't be afraid of colours."

**En Vie: What's it like working as a fashion designer in Asia?**

**Ana:** The secret about designing is the inspiration. As soon as it hits you, the ideas







"It's pink! It's blue! It's simply colourful. For me, fashion is fun; it's about expressing your mood and creating the perfect mirror for your feelings."

just don't stop popping into your mind. And with all the inspiring influences in Shanghai—all the new things I'm getting to see here, all the interesting people from everywhere in the world—the inspiration comes in big waves. So, simply put, there couldn't be a better place for me than Shanghai.

**En Vie: Do you have a muse?**

**Ana:** My muse always has been and always will be my mother. She loves wearing colourful clothes. In fact, I think she passed me the colour-genes. My best friends are also a great inspiration to me, just by being a part of my life.

**En Vie: How does the Asian fashion scene compare with the west?**

**Ana:** The first major difference that I noticed actually changed my own way of dressing: the women here dress in a very feminine way. In Shanghai it's not just about wearing comfortable jeans and a shirt, as you often

see on the street in Germany. Here, you are surrounded by skirts and pretty dresses, and it made me fall back in love with those garments. What I especially love about Asian fashion is that people are less afraid of colours. Thanks for that, guys!

**En Vie: What defines your style?**

**Ana:** It's pink! It's blue! It's simply colourful. For me, fashion is fun; it's about expressing your mood and creating the perfect mirror for your feelings. To accomplish this, the best helpers are bright colours and comfortable fabrics, with lots of accessories.

**En Vie: What are you working on at the moment?**

**Ana:** I call it the pink epidemic! I'm constantly creating new ideas to show the world that they shouldn't be afraid of colours. Surrounding yourself with bright colours can really lift your mood and make you happier.







Photography:  
Gabriella De Martino  
Photography Assistant:  
Antonio Patrizio  
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Olivia Snapes  
Designs: Florencia Kozuch  
& Mariana Abella  
Make-up: Buba Varkopic  
Hair: Stefano Mazzoleni





# Ayushi Shah

Words by Nidhi Jhaveri  
Photos courtesy of Ayushi Shah

**Name:** Ayushi Shah  
**Age:** 21 years  
**College:** NIFT (National Institute of Fashion Technology)  
**Email Id:** ayuj2306@gmail.com

*Ayushi Shah, currently in her last year of study at the National Institute of Fashion Technology (NIFT), is very close to stepping into one of the biggest fashion hubs in the world, Mumbai. Known as the fashion capital of India and the home of Bollywood, here's what Ayushi had to say about being part of that bustling city.*

**En Vie: When did you realize your passion for designing clothes?**

**Ayushi:** As a little girl, I always took interest in dressing up and choosing my own wardrobe. To me fashion was creativity. I chose clothes as medium to express my mood, my persona, and my style.

**En Vie: How did you go about making this career choice?**

**Ayushi:** As I knew what I wanted, I made up my mind in that direction. NIFT being the best fashion school in India, I applied there and now am in my last year of college.



Ayushi Shah, Designer

**En Vie: How would you define your personal style?**

**Ayushi:** A blend of classic and chic.

**En Vie: What are your favorite fabrics and patterns (prints) to work with and why?**

**Ayushi:** Although my expertise is in Knits, I experiment with various non woven fabrics like chiffon, cotton, etc. Also, being an environmentally friendly person, organic fabrics are my favorite to work with. And when it comes to prints, I like to play with graphics and abstracts.

**En Vie: Where do you get your design inspiration?**

**Ayushi:** India is a country gifted by diverse cultures, there is a lot to explore and experiment with. My inspiration lies in my roots, giving it a global edge.

**En Vie: How do you start designing a collection?**

**Ayushi:** Designing a collection is a process in itself. Brainstorming being the first step, it is essential to achieve what I have visualized. Choosing the right theme and conveying it through my clothes is vital. I sketch and jot down every detail that comes to my mind and amalgamate all these to make the final product.

**En Vie: Who are some of your favorite designers?**

**Ayushi:** Manish Arora takes the lead for experimentation, while Alexander McQueen for his boldness. Suneet Verma and Tarun Tahiliani for their aesthetics in Indian Fashion.

**En Vie: What do you plan to do after graduating NIFT?**

**Ayushi:** I have always dreamt of having my own design house and so I'll be working towards that by first putting my work on the catwalk for the world to see.







Photography:  
Gabriella De Martino  
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Olivia Shapes  
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& Mariana Abella  
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# 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 11-18 courtesy of net-a-porter.com

Photo 20 courtesy of Chanel

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

## 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](http://www.net-a-porter.com) and enjoy.

**11 SCARVES** A classic Hermes silk square can be tied to a bag for added panache, worn as an ascot under a buttondown (so Gwen Stefani!), or even double as a chic belt or headband. Tying on a more casual oblong cotton-print scarf—or colorful cashmere/wool pashmina version in winter—instantly ups the wow factor of any ensemble.

Yves Saint Laurent leopard-print silk-muslin scarf \$560

**12 ACCESSORIES** The cherry on your fashion sundae. Make sure you've got any number of classic-width belts in high quality fabrications in your foundation hues, plus some fun colors and options (vintage belts are a great option; try eBay for fabulous, yet inexpensive ones). Also: a really great watch, statement necklace(s), funky fedoras & hats, and fun earrings. While it's no longer considered a faux pas to mix gold and silver, here is a solid rule of thumb: if your foundation color is charcoal or navy, ie. a cool shade, silver is your most chic choice, while gold looks uber-rich with similarly warm-toned hues of brown or camel. And black? It swings both ways.

Michael Kors gold-plated & leather watch \$140; Melissa Odabash Panama straw hat \$110; Lanvin Clou Diamants chain-link necklace \$3140

**13 DRESSES** A universally-flattering wrap, or shirt dress in each of your foundation colors, as well as one or two (or five) in a print or cheery bright color you love. To dress down, simply toss on your casual print scarf (#11) and a denim or leather jacket with flats; dress up for work or an interview with heels, your Le Smoking jacket, or suit jacket (all seen in the previous issue).

Jil Sander Greenwich belted cotton-poplin dress \$1175

**14 CARDIGANS GALORE** From airplanes to shops to office buildings to the subway to movie theatres, ubiquitous air conditioning means it's always freezing inside. A finely-spun cotton or silk-blend cardigan is a stylish way to ward off any chill, while punching up whatever you're wearing. Have at least one in each foundation color, plus every bright color that looks good on you, and definitely an animal print or two (think a charcoal trouser or dark jean, white buttondown, striking necklace, and topped off with a leopard print cardi—faaaabulous!)

Diane von Furstenberg Ibiza animal-print wool cardigan \$245



**15 MAN'S SHIRT** The sexiest thing a woman can wear (if it's from an actual man & worn with little else) or equally fabulous when it's a bit more tailored & paired with jeans, a suit, le Smoking, a pencil skirt, denim skirt, trousers... the list is endless. Stock up in foundation-color versions in silk and cotton, plus a few prints or bright colors. For a fun going-out alternative to your LBD, rock your silk men's shirt with a tailored dark pant, flats, a sleek low pony tail & no makeup save bright red lipstick. Can you say—or should we say, dites—French femme fatale?

Burberry studded cotton-blend shirt \$350

**16 GLAMOROUS OVERSIZED SUNGLASSES** Essential for looking polished any time you leave the house, plus great for no-makeup errand days...especially if there's any risk of running into a frenemy or an ex.

Gucci square-framed acetate sunglasses \$295





18

17

17

**SOMETHING TRENDY** Gotta have jeggings, those cargo skinnies half of Hollywood has been photographed in, or anything acid-washed? This is the time to get your Zara, H&M, Forever 21, or Gap on. You'll probably be bored with them in about five minutes so don't spend a lot...after all, why add to your New Year's Day hangover with a questionable fashion-\$plurge hangover as well?

Erdem printed-silk Dachshund toy \$270; Lanvin Illustrated Dress notebook \$40 & pen \$90

18

**CUTE LOUNGEWEAR** A snugly, but not sloppy, hoodie and sleek matching yoga pant are a great option for walking the dog, spending the evening in, or running errands (see #16 for more on being prepared for possible encounters with frenemies or exes).

Lounge Lover Travel babe lounge set \$475



14

19

12

13

20

19

**GIVE GOOD FACE** If you haven't yet, it's time to master the five-minute face. Remember: your goal isn't to look made up, but to look like you have perfect skin, elegant eyebrows, a healthy glow, and plush lips. Indispensable tools: a really good concealer, impeccable eyebrows (either expertly applied by you or tweezed to perfection by an actual expert), a flattering neutral eyeshadow, blush, powder or matte anti-shine sheets, and a natural-looking lipstick or gloss for day and something more sexed up for evening. (And be sure to stash everything in a cute makeup bag that can double as an evening clutch in pinch.)

Laura Mercier Lip Colour Crème \$22

20

**SIGNATURE FRAGRANCE** Coco Chanel once remarked: "A woman who doesn't wear perfume has no future." Obviously, you don't want this to be you.

Chanel No. 5 Eau de Parfum \$80





Photography and editing:  
Gabriella de Martino  
Model: Marisya at M&P  
modes, London  
Fashion: Alexandra  
Hester-Greenhill  
Make up: Sian Duke



# Coloured Pencils? Coloured Pencils!



*'Coloured pencils', is like Toto's secret candy box. It's filled with pieces of love from film(Cinema Paradiso) and has always been waiting there to be picked up. Like childhood memories 'coloured pencils' recaptures the feeling of finishing a school project or turning a heart into a sweetheart, whether your growing up or growing old. It's the same bedtime story told in a new way. For Maria Cristina Bellucci, it materialised into a series of accessories loved by the child within all adults.*

Words by Lei Zhang  
Images: Maria Cristina Bellucci

Who would have thought 'coloured pencils' could turn out to be such an interesting accessory idea. In Maria's hands, the dull roughness of ordinary pencils is rounded into a simple, pure form. What's more impressive, the polished shapes of leads are full of dynamic changes and energy. Thanks to Maria, everyday stuff that's rarely used as accessories, naturally comes into our view, decorating our imagination with vivid colour. Since Felissimo relanched 500 colour pencils in 2009, Maria's hands have been busy. Just as the slogan of Felissimo says, "Spark your imagination 500 times over. Together, the colors suggest infinite possibilities."

'Colored pencils', we welcome you!



The polished shapes of leads are full of dynamic changes and energy.

## Can you tell us a little bit about your work history?

For several years I worked as theatre costume and accessories maker, creating also a wide range of jewellery for stage use. I developed a strong interest for contemporary jewellery and I dedicated myself to it. What characterized my early work was the use of very thin metal sheets and wires, experimenting with hollowness and fullness. In later work, I started using even thinner metal sheets, as if working with paper sheets, creating pieces that were voluminous and light at the same

time. My more recent work is characterized by having more solid looking elements and also by the introduction of color, not previously explored.

## How have you thought to use everyday colour pencils as a product for your material?

I've began using only one pencil with silver and then I've thought to put together different pencils because the hexagonal section gives the possibility to have a continuous surface with a lot of different colours.

## Did your theatre costume designing experience influence your accessory designing, especially the 'colour pencils' collection?

You can't see a direct influence in my jewellery research, the method and the purpose of the work are so different. But at the same time I made a lot of practice experiences in a very different way from my present work.

## How long does it take to finish one 'colour pencils' piece? Is the material easy to work with?

I take a lot of time to give the right volume to the object and especially to make the surface of the pencils so smooth.

## Any plans or new projects for 2011?

I'm working on a new project with other materials. I'll need a time to go on with this idea. At the same time I'll take part in some exhibitions with my jewellery with coloured pencils in the next months in Germany, Australia and Latvia.

<http://www.mcbjewellery.com/>









# March Horoscope 2011

Words by Izumi



Aries

## 21st Mar–20th Apr

Unprecedented chaos surrounds you: delays with mail and computers crashing are among the troubles you may encounter. However, there will also be many new opportunities from now on. Fridays are good days to meet friends. At the beginning and end of this month you may come under pressure and have small conflicts.



Taurus

## 21st Apr–21st May

You should capitalize on your talents in personal relationships and leadership areas. This month you will be full of energy at work. Use your free time to contact your friends and get together for a drink. This month is lucky whether you're single or attached.



Gemini

## 22nd May–21st Jun

This month there will be good chances for travel—you may find you need to attend some social events or parties. Expand your contacts. Be patient when listening to others and introduce interesting topics, but stay away from discussing money.



Cancer

## 22nd Jun–22nd Jul

Interpersonal relationships can bring great pressure this month. Prepare your work well beforehand, communicate with others and be sure to make a plan B just in case. Traveling is a good choice as there will be good chances to make new friends on your trip. It's also a good time to start a new stage in your career.



Leo

## 23rd Jul–23rd Aug

Avoid travel this month as there could be flight delays, cancellations, lost luggage or even small accidents. You may start learning and studying in a new field. There is also a chance for some success in your current career, but be careful not to take risks by being over confident.



Virgo

## 24th Aug–23rd Sep

Time to check finances and get your accounts in order. But it's not all boring work – March is also a good month to do something that you have always wanted to do. There will be a relief of pressure at work and you may even receive some praise from your boss, if you are lucky you could get a promotion or bonus. A word of advice—seeing is believing.



Libra

## 24th Sep–23rd Oct

You'll have plenty of time to rest so use it to focus on your interests. Be careful, there may be some misunderstanding with friendships in March and April. Work will go smoothly for Libras and you will be able to reach your goals.



Scorpio

## 24th Oct–22nd Nov

Keep a clear mind in any conflicts. Try to spend more time with your family on days off. Remember, home is where the heart is. Expand your social circles as both new friendships and love interests could be made for the lucky scorpio.



Sagittarius

## 23rd Nov–21st Dec

Different values will challenge your friendships. But turning to family relationships can reassure you. It's a good time to put your heart and soul into your work. A suggestion: Think things through carefully before doing anything.



Capricorn

## 22nd Dec–20th Jan

You feel like you are being suffocated by responsibilities and pressure, making it easy for you to lose your temper. Try to relax both mind and body and find balance in your life. Avoid buying anything unnecessary towards the end of the month.



Aquarius

## 21st Jan–19th Feb

Aquarian singles will be particularly attractive to others this month. Those Aquarians that are attached; try creating some little surprises for your other half. Prepare for a rainy day. Confidence and courage will help you reach your goals.



Pisces

## Feb 20th–Mar 20th

"More haste less speed" is your March motto. Better to pause and arrange everything more efficiently than to dive right in. Although your hard work may not bring any obvious success in the short short-term, sooner or later it will bring great rewards. Couples should make a special time for romance. Saving should be your priority.

Photography and editing:  
Gabriella de Martino  
Model: Marisa at M&P  
modes, London  
Fashion: Alexandra  
Hester-Greenhill  
Make up: Sian Duke





#### How are your pieces made?

The process is very time consuming, from finding the right materials to good quality accessories such as buckles and elastic. Sourcing fabrics that suit my designs is hard work but can be lots of fun. All my designs are 100% made by me, so it's a steady process as I am so picky, every stitch has to be perfect.

#### Highlights of your business?

Definitely a main highlight to any artist/designer is their first sale, having repeat customers and seeing someone wear or use one of your designs, and you just want to yell to the whole pub, "hey I made that!"

#### Any suggestions for people looking to start in the handmade business?

Keep at it, follow your passions. People out there want something unique and handmade. It makes it that little bit more special if it was made by you!

#### What's next?

I have recently returned from a trip to Senegal, West Africa where I bought lots of gorgeous fabrics in amazing colours in which I want to incorporate into my designs. Though I am a little nervous to cut them up as each piece tells a story.

**Alison Bodman**

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# Travel *needn't be so dull!*

Words by Kornelia  
Photos by Alison Bodman

"I wanted to create a range of unique travel pieces that are as colourful and fun as the voyage they intend to be taken on."

*A trip to Europe inspired the work of Alison Bodman and her travel accessories.*

"Everything that I saw came in either beige or black, it was all so daggy and uninspiring." So with a love of vintage/new fabrics, shopping, travelling the world and all things colourful, Alison created a range of travel accessories to combine all these passions. "I wanted to create a range of unique travel pieces that are as colourful and fun as the voyage they intend to be taken on. I love hearing feedback from my customers who have taken my wares travelling around the world, it's a great buzz knowing my designs are spread out all over the globe."

#### The Past

I grew up in the Hunter Valley New South Wales and after finishing high school I went on to train as a photographer for 5 years. These were the days when all things were analogue and fun was to be had in the darkroom with chemicals, but when the times changed and things went digital, I turned to a sewing machine and enrolled in a clothing production course at TAFE. This taught me the finer skills of sewing and I went on to start my own clothing label inspired by the fabrics and styles of the 1950's aprons.





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Photo : Masato Ugumori / Model : SALA