

En Vie

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07
JULY / 2012
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MORE THAN
A THOUSAND
WORDS

JOEL STAFFORD

BETWEEN CULTURE
AND FASHION

MARA HOFFMAN

SWIMWEAR COLLECTION 2012

TOKUNAI FLAIR

HAIR WITH KRYSTLE TOKUNAI

ACCESSORISE
YOUR SUMMER

JOHN SCHELL

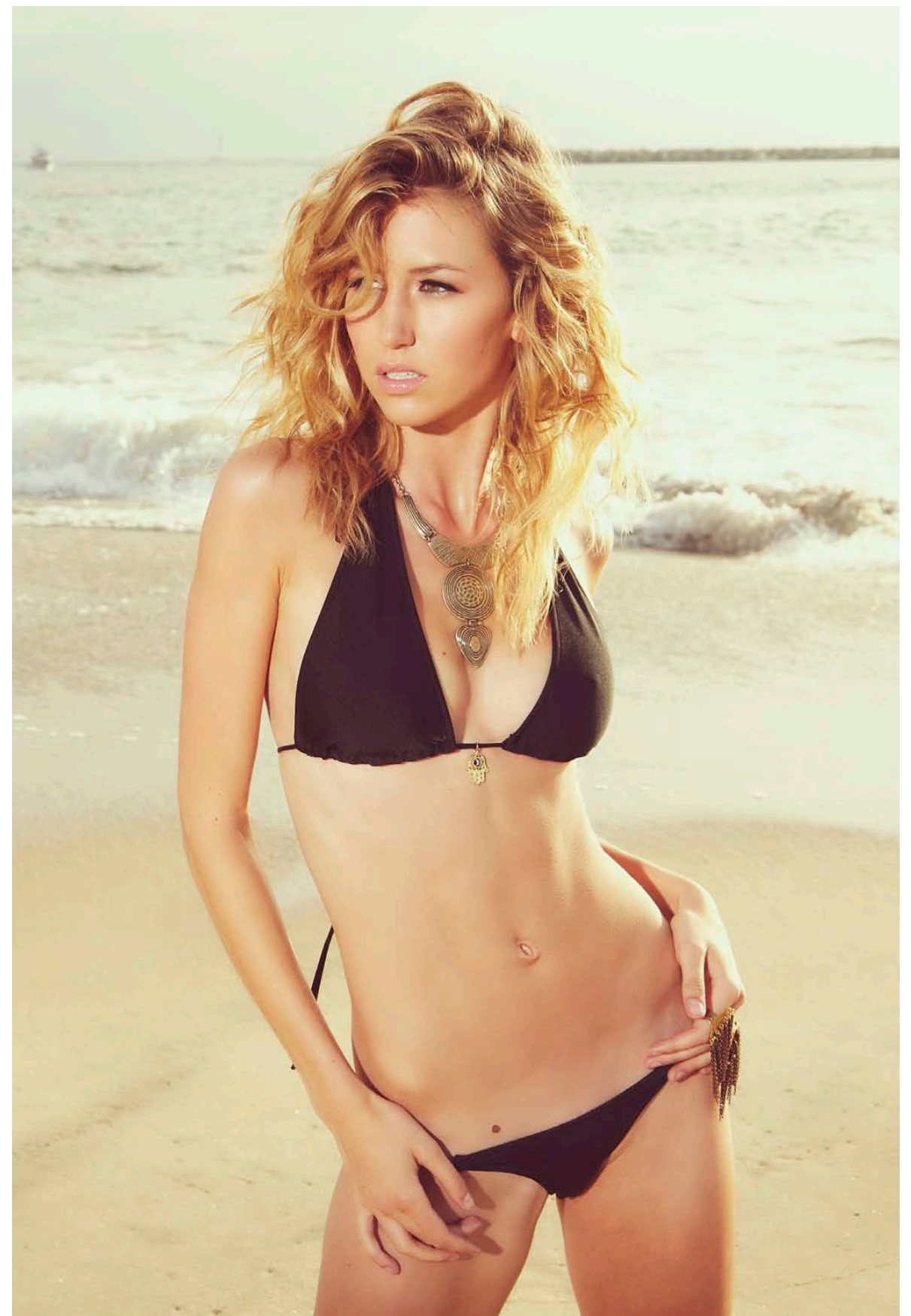
THE PERFECT
AUSSIE BRAND

ROMANCE WAS BORN

MADAME
BUTTERFLY

PLUS MANY MORE
& ALL THE LATEST
AND HOTTEST FASHION
NEWS AND INFO!







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COVER + FOLLOWING Photography / JONAH GILMORE, Studio Rocket Science Models / ABIGAIL PLUNK, PIPER BLEDSOE, KAEA ATLEEWOR, BRITTANY REIMANN
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**1 MTV
MOVIE AWARDS
2012**

The 2012 MTV Movie Awards were held on June 3rd at the Gibson Amphitheatre in Los Angeles. The most remarkable awardee was Johnny Depp. He received the "Generation Award" to honor his long-standing contribution to the film industry and gave a live musical performance, playing two songs on guitar. The audience was on fire by the end.

2 CANDLE NIGHT
Have you heard of the "One Million People's Candle Night?" People turn off their lights from 8pm to 10pm on the evenings of the summer and winter solstices. This event, which started in Japan, encourages participants to think about energy conservation, peace, healing, and many other things bathed in the light of their favourite candles. Why not spend a couple of friendly, happy hours unplugged?

**3 MARIMEKKO
COLLECTOR COIN
RELEASE**

A coin with a Marimekko motif was released in commemoration of founder Armi Ratia's 100th birthday by the Mint of Finland. The €10 coin features a portrait of Armi Ratia on one side and a red Unikko flower on the other. What a cute coin! It will be a pleasant surprise to find in your wallet.

**4 COOL BIZ
FASHION SHOW**

Recently, there have been many more young people working in offices wearing shorts and sandals in

order to save energy on cooling in summer. With conservation in mind, a Cool Biz fashion show was held in Seoul on June 5th. The emphasis was on a cooler style rather than fashionable clothes. And the benefits speak for themselves.

**5 DREW BARRYMORE
MARRIAGE**

Drew Barrymore married art dealer Will Kopelman in a simple but elegant backyard ceremony at her home. They both wore Chanel at the ceremony. Barrymore is currently pregnant with her first child. She will continue to shine as an actress and as a woman.

+1

D IOR HISTORY BOOK
Assouline released a three-volume retrospective of the famous Dior fashion house. The books are divided into three different categories of Dior products, fashion, fine jewelry and fragrances. This collection of books can be called a culmination of the brand's many achievements. Just looking through the pictures is a feast for the eyes. They are available in three languages, English, French and Chinese.

**6 ITOLIER
COOL BEDDING**

Customer feedback, such as "I want natural fiber products that feel cool," has prompted Itolier to make their selection of sheets available all over the world. The sheets are made of all natural materials, including cotton, bamboo, hemp, and Japanese paper. They have become a bit of an industry secret and with synthetic fiber allergies on the rise, demand is likely to increase further.

**7 GISELE
ESTABLISHES
MODEL CONTEST**

Super model Gisele Bundchen has established a model contest entitled Top CUFA in her native Brazil. The contest is sponsored by Pantene Brazil in cooperation with CUFA (Central Union of Slums) and aims to discover new top models in some of the poorest areas in Brazil, to "highlight and enhance the diversity of Brazilian women and their beauty."

THE
COLOURS OF
JULYIllustration & Concept
ANNA BOURS
www.dollhouse-online.com

BLUE DREAM

Photography / LAURENT EVRARD Makeup / AURÉLIA VANDERMEULEN for YVES SAINT LAURENT Stylist / DIRCK MEULEMEESTER Thanks to RADICAL SHOP LIÈGE





Hat / MET CHINO & FRIEND
T-Shirt / PEPE JEANS
Jeans / DIESEL



Underwear / PULL-IN
Jeans / MET



Scarf / DEHA
Jean Vest / MET
Top / DEHA
Pants / DEHA



Jacket / ADELE FADO
Top / DEHA
Jumpsuit / NO-L-ITA

SAND FROM THE HOUR GLASS

Photography / EDWIN S FREYER / www.edwinsfreyer.org
Model / BIANCA PADILLA @ Pop House Agency
Stylist / VIRGINIA MEDINA
Makeup & Hair / LAURA MAYA

Shirt / H&M
Trousers / TINTORETTO

Foxy Scarf / STYLIST'S OWN

SAND HAS A MEMORY.

THE BEACH HAS A NAME,
AND SHE REMEMBERS.

THE FIRST KISS, THE FIRST FLING, THE FIRST BROKEN HEART.
THE FIRST DEFIANCE. THE FIRST AND LAST CIGARETTE.

SHE REMEMBERS YOUR SWEAT AND YOUR TEARS.
SHE REMEMBERS YOUR JOYS AND YOUR DISAPPOINTMENTS,
AND KEEPS ALL OF THE THINGS THAT YOU HAVE LONG SINCE FORGOTTEN.



Pullover / H&M
Swimwear / ALIDA DOMÍNGUEZ - Kalahari Collection

BUT THE BEACH DOESN'T WAIT.
LIKE SAND FROM THE HOURGLASS SHE IS MOVING ENDLESSLY IN TO THE FUTURE.
SHE IS SHAPED BY THE WIND AND THE WAVES.

THE TIDE WASHES AWAY HER PAST.
SHE BEGINS ANEW.

AND SO CAN YOU.



Pullover / H&M

MORE THAN A THOUSAND WORDS

Text / EDWARD HATFIELD

Photography / JOEL STAFFORD / www.joelstafford.com

Model / KELLY FRAZER @ Division / www.divisionmodelmanagement.com.au

Styling / ALEX FITZGERALD @ Lala Styling / www.lalastyling.com.au

Makeup / CAROLINA ROJAS

Assistants / KIEL WODE @ www.vertphotographics.com.au, SUSAN LAIRD

Top / LA LA LUXE from A LITTLE BIRDIE TOLD ME
Necklace / COLETTE by COLETTE HAYMAN
Flower Headband / DIVA
Briefs / STYLIST'S OWN

It is said that a picture is worth a thousand words, but what if a picture leaves you speechless? Even a thousand words can't do justice to the beauty and emotion of a well-crafted photograph. This is exactly the case with fashion photographer Joel Stafford.

Stafford's unique aesthetic sheds a different light on fashion, with an emphasis on how the garments contribute to the overall emotion of a scene. He does, however, allow the feel of the clothes to play a part in the development of a shoot. "My idea of fashion changes my shoots depending on what garments I'm shooting. If I'm shooting some very girly vintage style pieces, I'll want to create an innocent feel in my shots. If the pieces are more modern and edgy, then I'll try to use my lighting and surroundings to complement the lines and colour of the garments but not overshadow them. That's where things can get very tricky while staying creative." For Joel, maintaining a creative approach to fashion photography is paramount.

When setting up a shot, every element is meticulously designed to put the viewer in his mindset. With each photograph, he communicates directly with his audience, sharing a specific emotional vision, "beauty, vulnerability, strength, innocence and the list goes on. I think the hardest part is getting the model in the frame of mind that I'm in and trying to get her to express those emotions that I need in the shots. Setting the scene by getting the right location and wardrobe is the easy part." However, despite his detailed planning, he remains adaptable. "Sometimes my ideas change when on location for the better or for the worse, but the team I choose on my shoots is professional and is always ready and prepared as much as possible so we can get the job done."

This adaptability can be attributed to his views on the role of fashion in photography:

"FASHION IS FOREVER EVOLVING AND BECAUSE OF THAT, THE WAYS WE CAPTURE THESE FASHIONS EVOLVE WITH IT, WHICH KEEPS IT EXCITING. I LOVE THAT."

With such an appreciation for new challenges, we can look forward to many more creative shoots from Joel in the future.

Many photographers have a complicated relationship with light, always struggling to get just the right amount of exposure and that perfect angle, natural light versus artificial, direct or filtered. Joel, on the other hand, has a love affair with light; they work together as creative partners to compose shots in his signature style. The light is as much a character as the model, assuming the role of ally or antagonist according to his design.

Inspiration comes from a variety of sources, "a photo, a movie, music, clothing, or even just from a conversation with friends." However, he admits that his greatest inspiration comes from his peers. "I get no greater inspiration than working with and talking to other creatives about photo shoots. We just start talking and throwing ideas around and we get all excited and lock in a shoot, it's that easy. I love being surrounded by people that are as passionate about fashion photography as I am." Joel's open-mindedness and his thirst for creative collaboration are reflected in the diversity of his style.

Joel Stafford is a photographer whose compositions give us a heavy dose of humanity and a glimpse into the mind of the man behind the lens. His passion and excitement for fashion photography shines through clearly in every shot he takes. "I love creating photos that have these certain emotions; when I take the shot and I quickly glance at it flash up on the screen and see that everything has come together and I've nailed the shot ... oh, it's the best feeling!"

For more info: www.joelstafford.com
Also check out Joel's Facebook page where you can see a behind the scenes video of his recent shoot: www.facebook.com/JSPfashionphoto



Jade dress / LILYA from HUNGRY LIKE A WOLF
Necklace / COLETTE by COLETTE HAYMAN



Suede top and pants / LISA BROWN

MADAME
BUTTERFLY

Text / MATHEW BRIGANTE
 Photography / MILOS / www.milosimage.com
 Model / MILICA @ emg
 Styling / JO AYLING @ janai anselmi
 Hair & Makeup / PRISCILLA RASJID
 Photography Assistant / DAN HILBURN

She pensively waits within her dim lit cocoon dreaming of the inevitable escape into a world unknown, all the while regret preemptively convincing her that no discovery out there can be as great as that which is in here. "Can that really be so?" she quietly doubts, "is this all there is?" Her uncertainty is interrupted every so often by the soothing crackling of leaves, the breeze turning colder, the delicate affection of snowflakes resting by her side, the warmth of mother nature breathing life into her again.

Just beyond the hopelessness of her apprehension, she can feel the tugging of the world, beckoning her presence as it bears the gift of freedom and with her last gasping breath she surrenders. She's swaddled by the wind as it lifts her out of a mind-made shell, carrying her across the landscape of her heart. Navigating through the unending splendor of a new life, she is still for a moment in reverence of all before her. She revels in making herself known, posing colourfully, compassionately mirroring the existential struggle, all the while flowing by just of out our reach.

Our senses deceive us as we watch her transform luminously out of the darkness and then gracefully fade again. As she slips past our imagination, she laughs as if to say,

"I AM OUT OF YOUR REACH BECAUSE YOU TRY TO GRAB ME. FOLLOW ME, INSTEAD ..."

left page

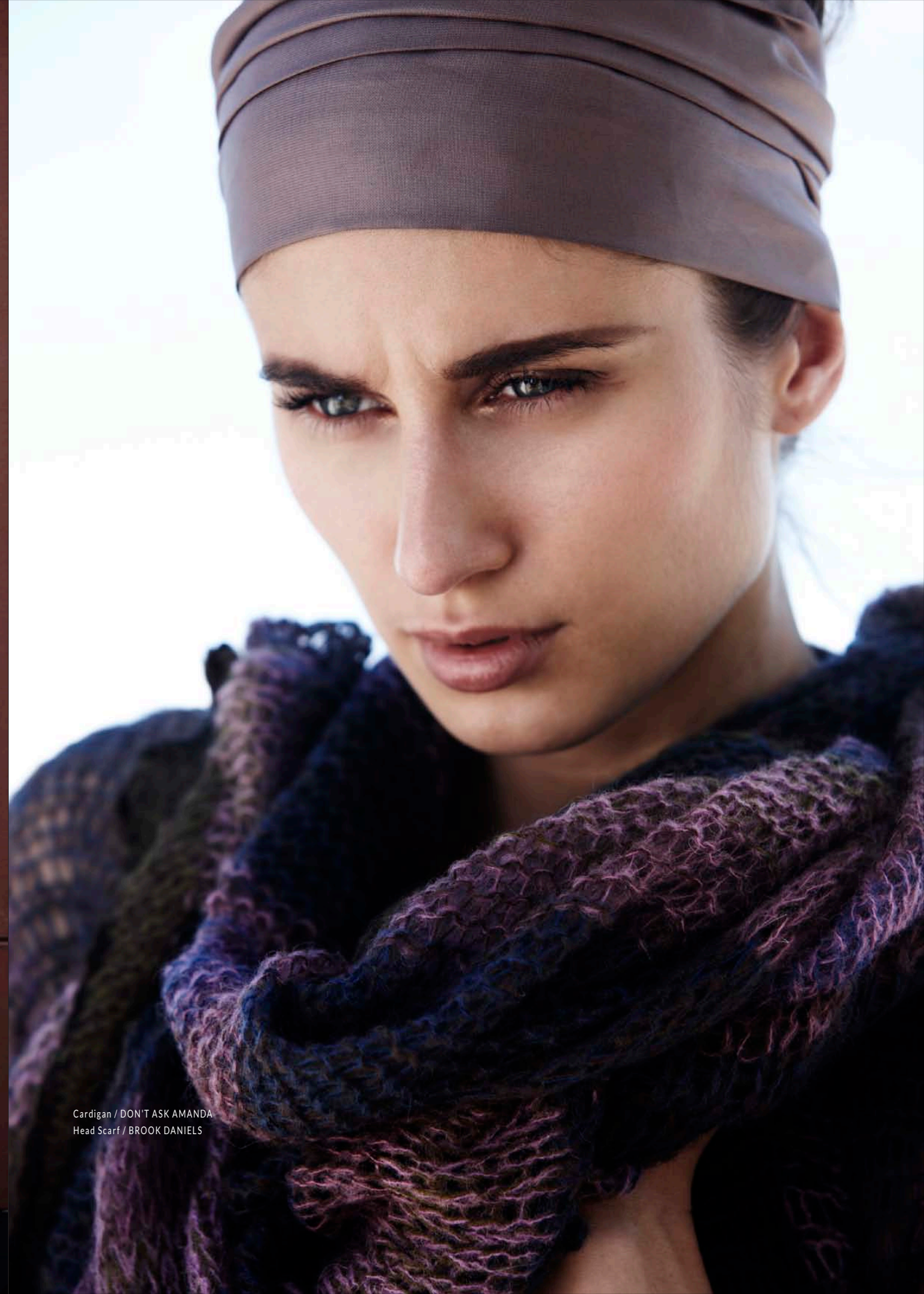
Leather Overalls / ALICE MCCALL
 Scarf / ELKE
 Wedges / KOBE HUSK
 Gloves and Tee / STYLISTS OWN

this page

Leggings / SERPENT AND THE SWAN
 Cardigan / ANTIPODIUM
 Wedges / KOBE HUSK
 Ring / ELKE
 Head Scarf and Top / STYLISTS OWN



Jumper / TOI ET MOI
Suede Shorts / TOI ET MOI
Scarf / ELKE
Wedges / KOBE HUSK
Socks / GORMAN

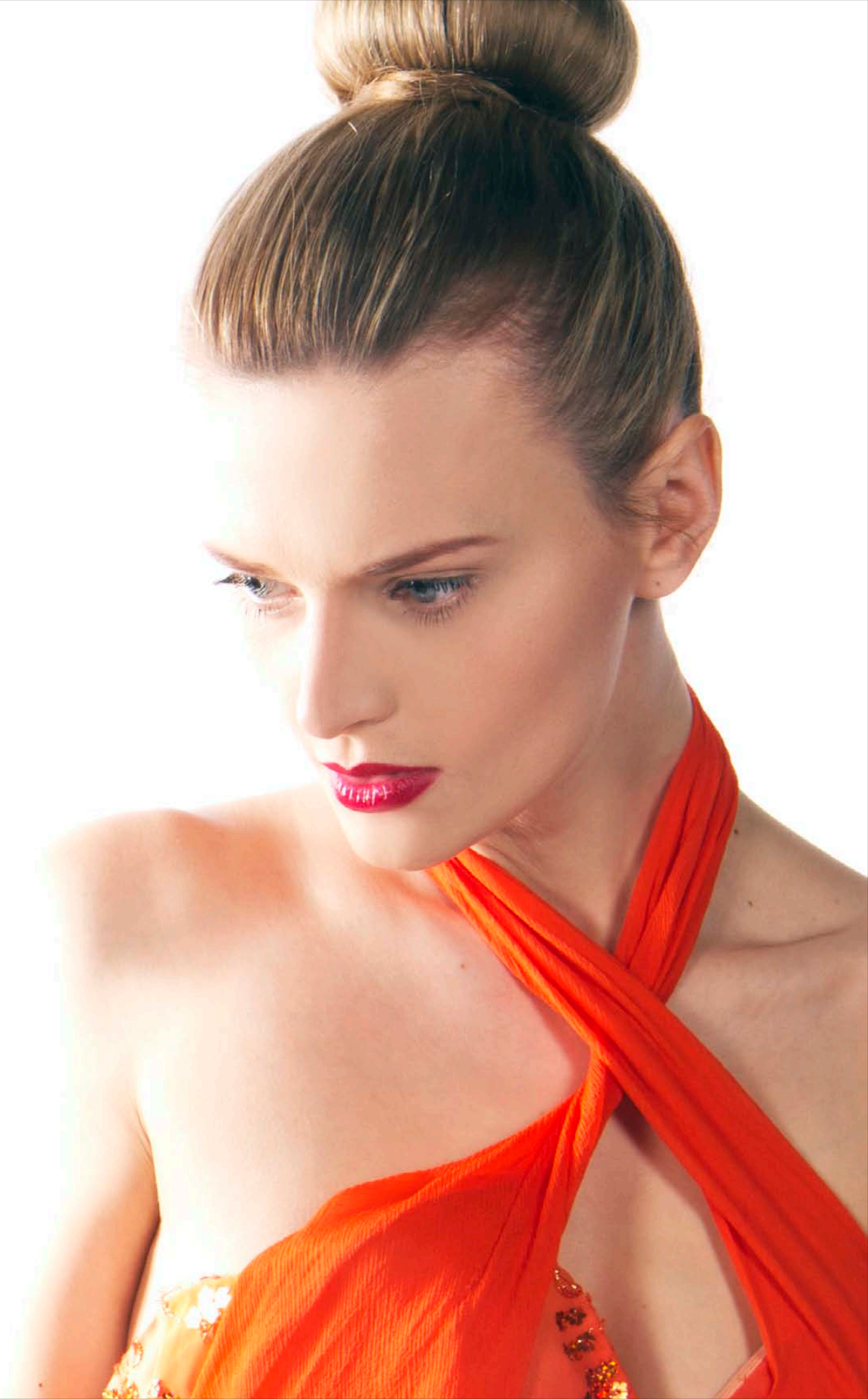


Cardigan / DON'T ASK AMANDA
Head Scarf / BROOK DANIELS



RUN TO THE OCEAN

Text / VALERIA DIDIER, Image Consultant / www.temqueterestilo.com.br
Designer & Stylist / SINEAD O'HERLIHY / www.houseofherlihy.com
Fashion Assistant / ALI ANWAR Photography / MICHELA NALE
Model / KASIA BOBER Makeup / ZOE LEANNE PELOW





It's summer time. It's time to celebrate the sun shining, the blue sky and the freedom of fashion. Let's exchange heavy for light, dark colours for pastels and long lengths for short. This summer will be bright; colours will appear in blocking, neutral tones and neon. The fabrics will be more fluid; ladylike style is back and happiness will be the top tip this season.

Do you love the beach? Take a look at Sinead O'Herlihy's new collection to be inspired. She wants to take you to the ocean. From options for day or night parties, her amazing and sensual dresses bring you the spirit of summer. What's your mood? Play with colours and express yourself: yellow means happiness, green is for hopefulness, blue means security and white is peace!

Dresses are always a good choice, because they elongate all body types. Men are generally fascinated by women wearing dresses, because they bring out romance and youth. To complete the outfit, you can choose from flats, wedges, heels or even boots. For effortless hair, add a scarf and you're done.

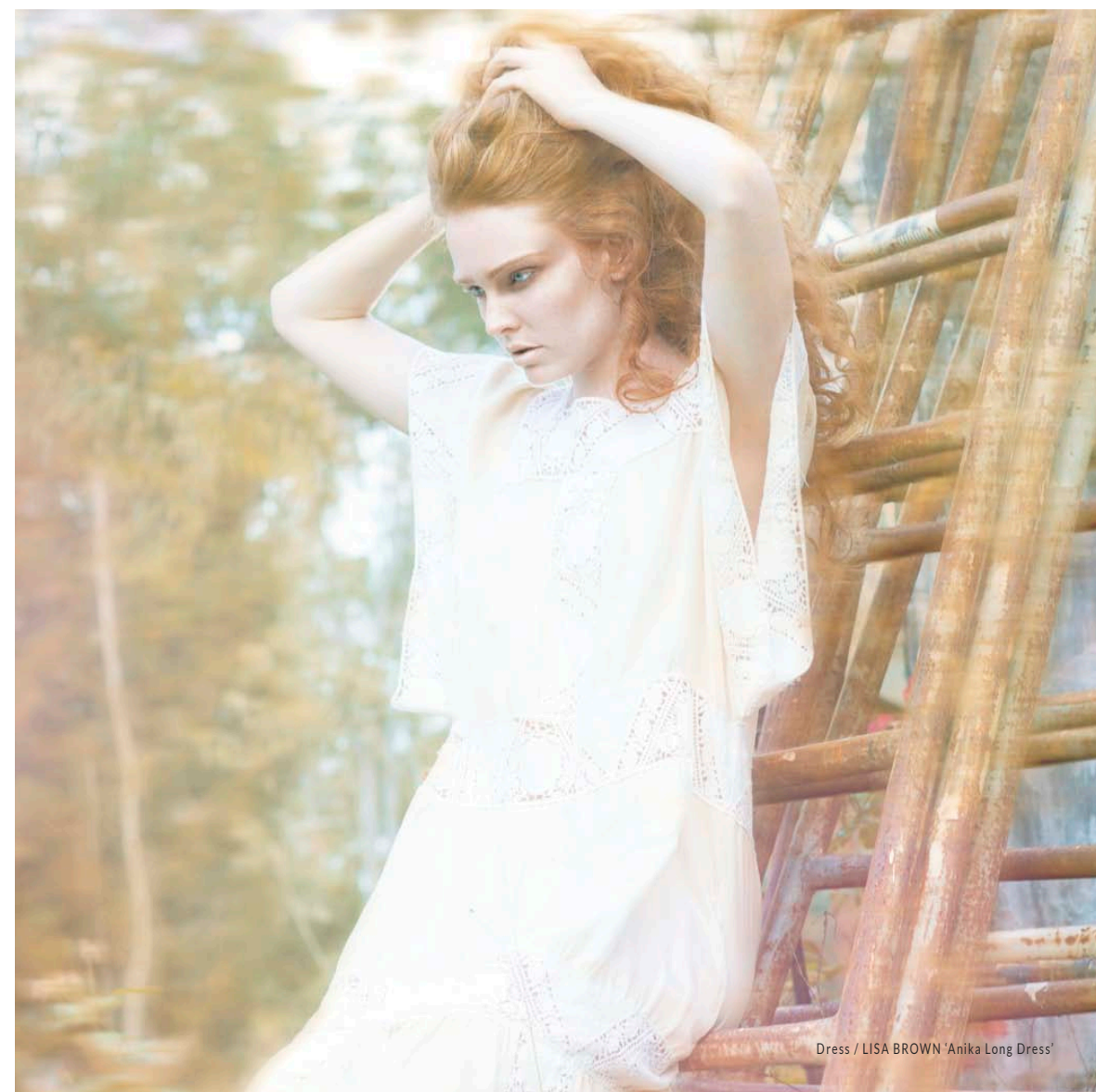
Do you want to revitalize your summer look? Choose dresses, light makeup, natural hair and all things comfortable. Don't worry too much about the rules of fashion. This is the time to be you. After all, summer is the best season of the year and whatever you're wearing, the most important thing is:

ENJOY THE WEATHER!



BE STILL MY BEATING HEART

Text / ERIN BIGG
Photography / DANIAL GOWANS
Styling / ELISHA CASAGRANDE
Hair / VIVIANNE TRAN
Makeup / ERIN BIGG using M.A.C
Model / KATIE B @ Vivien's/Busy Models



Dress / LISA BROWN 'Anika Long Dress'

Each day she waits, her ivory gown draped over her slight figure. Tendrils of flaming red hair fall around her face, brushing her shoulders, swishing around her as she moves. Her piercing blue eyes a stark contrast against her porcelain skin. She breathes in her rustic surroundings, listening, watching, waiting ... for him.

She dreams of the day he will return. Her pulse quickens. "Be still my beating heart," she whispers; her words stolen all too soon by the gentle breeze that carries them.

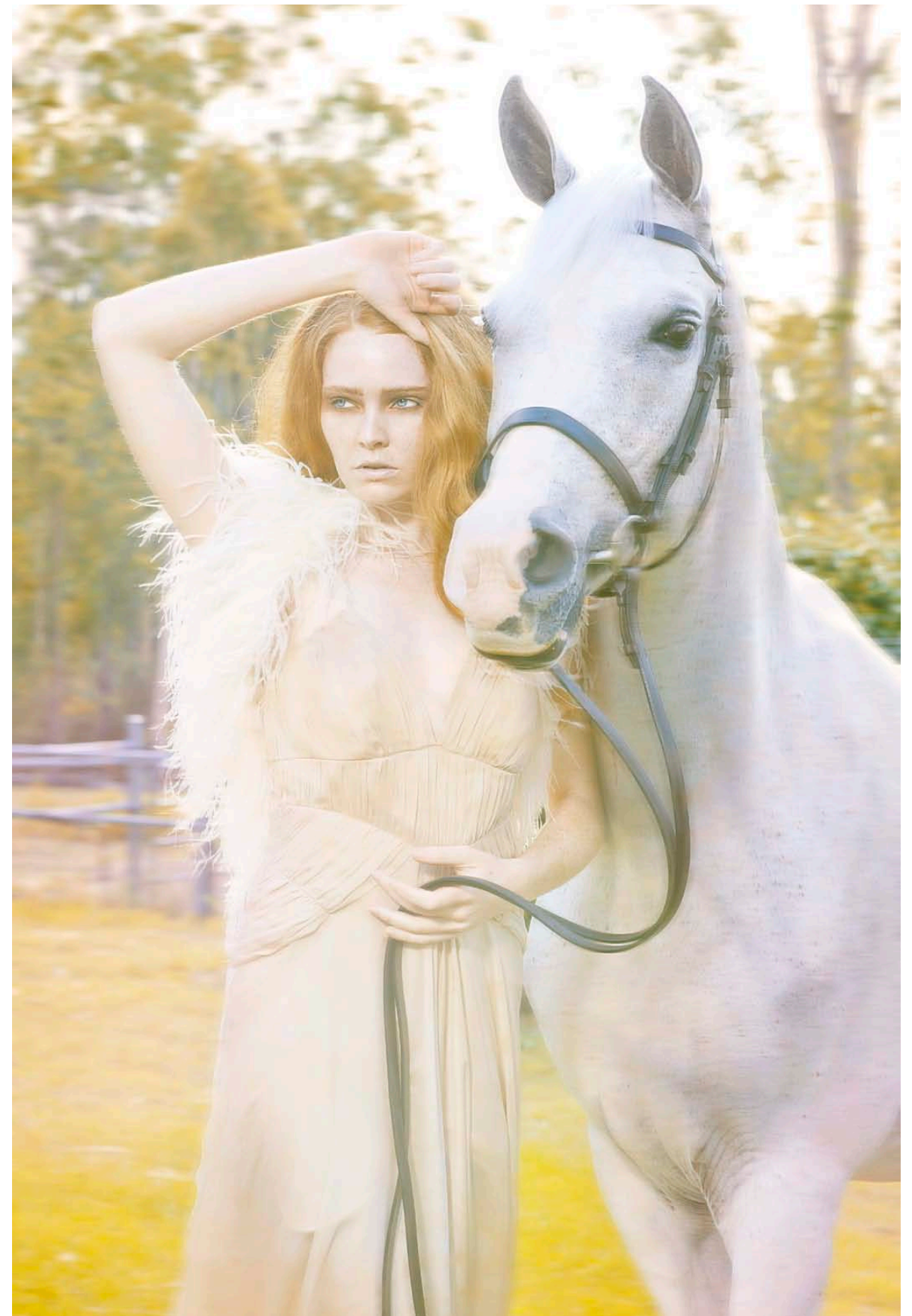
With graceful movement she rides across the sweeping green pastures. A sudden sound prompts her to look back. A glimmer of hope becomes all but a trace, departing as quickly as it arrived. With a disappointed heart and a damaged soul, she continues to search, once more to no avail.

A cool breeze brushes her shoulders, signaling that daytime will once again transform into night. She shivers, her innocence and fragility on display for only the rustling trees to see and her empty heart to feel.

When tomorrow comes, she will wait again in her ivory gown with her flaming red hair and the same piercing blue eyes. She will continue to dream of the day he will return, blissfully unaware that her heart already belongs to the land.



Gown / AURELIO COSTARELLA 'Ostrich Bolero & Agnes Gown'





BEACH WEDDING

Photography / EVELYNE DIERIKX
Photography Assistant / PIM NUIJTEN
Makeup & Hair / LINSY VERVAART
Model / HANNAH DE WINTER



Dress / KOLDER & CHAPEAU, Bergen op Zoom (NL)

ACCESSORISE YOUR SUMMER

Text / JULES SMITH
 Photography / JOHN SCHELL
 Hair & Makeup / JEN KOLHAGEN
 Styling / BRUXLEY
 Style / AIMEE BRADLEY, JENNA BRUCKS
 Model / TRAELEE COSTELLO
 Photo Assistant / ADAM GHAHATE

White bikini / H&M
 Gold headband / FOREVER 21
 White stone necklace / NORDSTROMS
 Gold bracelet / H&M



Green bikini / VICTORIA'S SECRET
 Lace shrug / EQUIPE
 Necklace / STYLIST'S OWN

In these times of austerity, you may be lucky enough to get a holiday this summer, perhaps without stretching for a new beach wardrobe. But fear not my fellow fashionistas, for the graces at our favorite fashion houses have blessed us with accessories, this season's key resort wear item.

Whether you're chilling on a beach in Blighty or flying off to Caribbean climes in Cuba, you can guarantee you will look fabulous with more money to spare for cocktails.

Accessorising an outfit is often overlooked on the beach, but the traditional flip-flops and sarong era is officially over. When it comes to beachwear for 2012, less is most definitely more. Gold jewelry can transform a simple bikini into a scorcher of an outfit. Add a chic head scarf, which will also protect you from the sun, a statement necklace and you will be sure to turn heads at the beach!

Cutout swimwear is still flying off the shelves and there's no need to worry about tan lines when you look so good - think Cheryl Cole a la SS09 in that Melissa Odabash number.

Prints are everywhere this summer, so tying your tribal blouse over a plain bikini will give it a 2012 twist. Mismatching prints is big right now too, giving you creative license to double your outfits for a totally edgy look. "Pulled together" has never been so easy!

Beaches are no longer a place for swimwear only. As the fashion and health conscious are wearing more clothes in the sun, it's the perfect excuse to bring a little studio 54 to the sand. A sparkly tee thrown over a bikini. Palazzo pants over your one-piece. You may even be looking forward to packing that suitcase after all ... or at least it might be a little easier!



Zig Zag skirt / SOLEMIO
Orange and pink chain necklaces / FOREVER 21



Green and white striped shirt / DESIGNER'S OWN
Floral high waisted bottoms / FOREVER 21
Bangles / H&M

TOKUNAI
FLAIR

Text / VERA CHAN

Photography, Styling, Hair & Makeup / KRYSTLE TOKUNAI /

www.tokunaihair.com

Designs / SONLIA

Models / AIMEE CHIRIO, LOUISE MILLROY,
NICOLE JENNINGS, NAKITA HOLLINGSWORTH

Location / CAIRNS



Hairstyles are often overlooked, but with summer just round the corner, you can look no further than Tokunai Hair. A Schwarzkopf professional salon and model management agency combined, Tokunai is talented in more than just one way. Based in Cairns, Australia, the salon paves the way for fashion with cutting edge hairstyles. Owner and director Krystle Tokunai, a full-fledged artist in her own right, bagged a nomination for Hilton Cairns "Young Entrepreneur of the Year" in 2009. Her determination and forward-looking visions continue to carry her far. Meriting numerous achievements, Krystle became a Cairns Eye "Woman to Watch" just one year later and made her way up to the role of style director at the Mercedes Fashion Passport show in June 2011.

With a penchant for newfangled ideas, Tokunai Hair offers more than just the average services, providing make-up, choreography, photography and models. Having participated in numerous fashion shows, Krystle has naturally developed a taste for fashion. When asked what her favorite look was for Spring/Summer 2012, Krystle replied with a twinkling in her eye, "Elie Saab. The Paris Haute Couture Collection has lots of pretty pastel and floral gowns," whilst currently her favorite local collection is La Lune's "Emerald City."

Giving way to her creative desires, Krystle launched a fashion show entitled Runway Limited in 2008. "Hair influences fashion as much as fashion influences hair." With her credibility in play, Krystle was able to bring attention to the new artistic talents that make up Cairns fashion today. "Cairns lacked a fashion stage for either hair fashion or local designers, so I decided to bring the two together ... We have seen more and more local designers coming forward to present their collections." Hair fashion is certainly not virgin territory, but with Runway Limited being more openly theatrical, we can all look forward to designers getting very creative with their looks.

For this issue's shoot, Krystle's cultural finesse brings us to the intrepid edges of a rocky mountainous facade. She admits, "the location for this shoot has always been on my mind, every time I drove past it I thought 'I need to do a shoot there one day.'" AAdopting it as this season's muse, she designed the hair, makeup and fashion around the location and backdrop. The weathered surfaces of the natural rock formations are a testament to the dexterity of Krystle's talent, as they accent the pristine cuts of her edgy hairstyles. But, it wasn't all hunky dory. "There was a hitch. The location was on a cliff facing the side of the road and the models had to climb down the side of the cliff and sit on the rocks." Did I mention it was thirty degrees out?

Evoking a sense of modern glamour, fashion design duo Sonlia successfully captures the mood. "The garments against the backdrop give you a 3-dimensional effect, which enhances the hair and the smoothness of the style."

Take it from Krystle, when asked to share her tips for great summer hair she discloses the popularity of the ombre technique - the colour gradation from the crown of the head down, from dark to light. "We're seeing it done in different ways and colours - pastels are very big at the moment, hints of lavender and pink are a must this season." So if you fancy a daring stunt this season, you know what to look for.

With such a great variety of hairstyles constantly being created, it is to no surprise that Krystle finds it difficult to quote a favorite, but she will say this, "hair finishes a look, it's an accessory, a must, and without it your style can never be complete."





THE PERFECT AUSSIE BRAND

Text / ROWAN KIRBY-BROWN / rowankirby-brown.blogspot.com
Pictures / ANNA PLUNKETT - Romance Was Born / www.romancewasborn.com



Whether it's dinosaurs or diamonds, Romance Was Born never fails to come up with interesting collections each season. Anna Plunkett and Luke Sales are the designers who famously turned down an internship with John Galiano to return to Australia and start their fantastic label Romance Was Born. Their crafty collections are fun, inspiring and very loveable and often involve craftwork such as appliqué, crochet and tie-dye. Romance Was Born is one of Australia's most whimsical brands and they always have interesting and colourful collections to show.

The 2012 collection "Doilies and Pearls, Oysters and Shells" was full of all things oceanic, starfish, diamonds and lots of colour from pasty pinks to aquatic ice blues. Anna Plunkett is quite a style icon herself and Australians are continuously inspired by her. The great thing about the collections is that they are fun and artistic; they definitely bring joy to the runway. The fun duo has been in the fashion business for six years and has never failed to impress; they are Australia's House of Holland. Despite what is often said about Australian fashion, Australians don't only wear flip-flops and bikini tops and Romance Was Born is proof of this. Even though many items from the collections would be classified as art pieces rather than wearable clothing, there are definitely some key pieces to spice up your wardrobe. For example, their latest collection takes you back to the 1970's, a period that has risen from the dead to take on 2012's other trends. The collection features elements of the

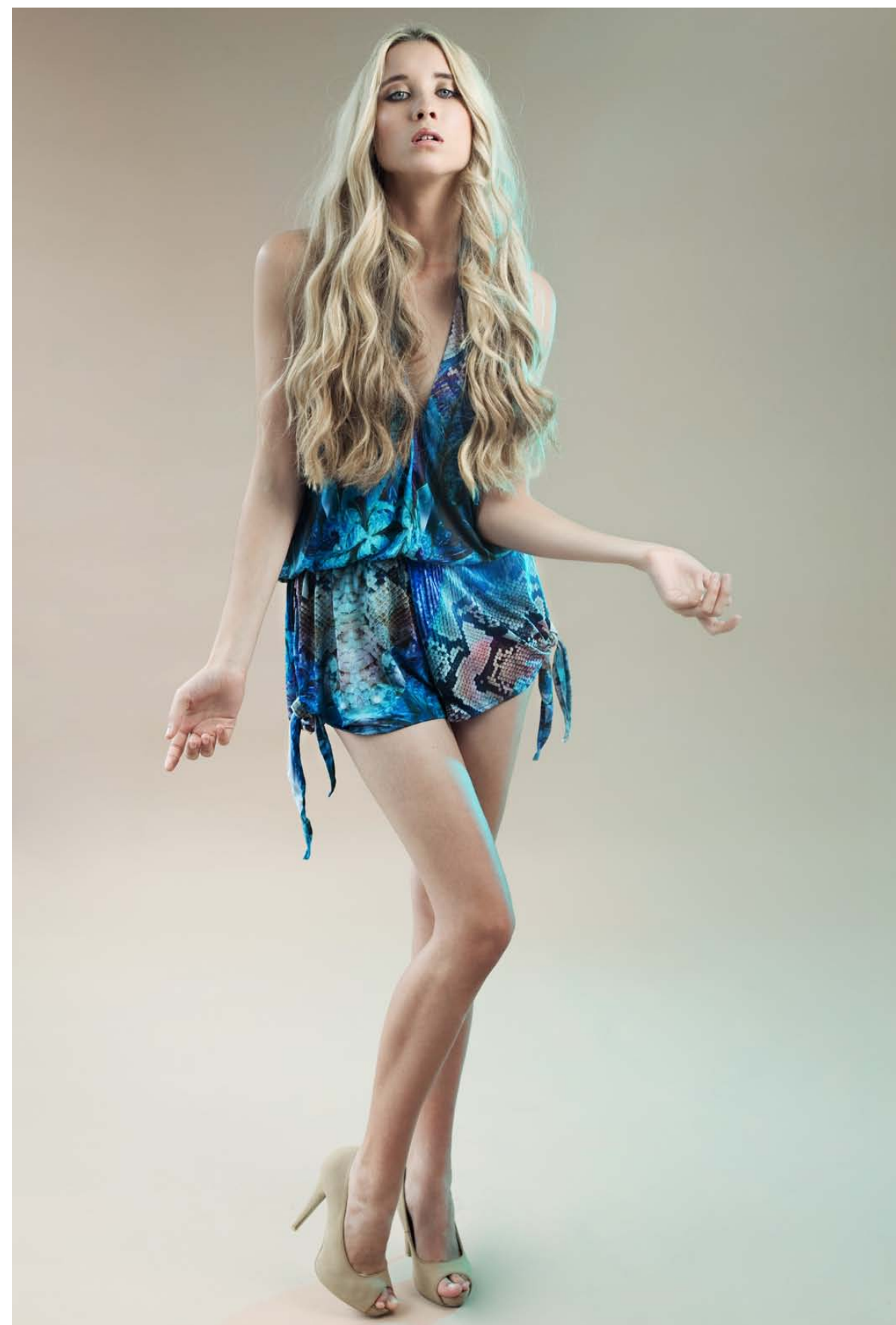
great outdoors and of course they didn't discriminate against the disco and evening wear that rocked the fashion world in the 70's and, let's admit, still isn't really over.

The brand has collaborated with Australian artist Del Kathryn Barton and they often reference her style. Their over-the-top style attracted the attention of John Galiano in 2008 at the Fourth International Support Awards in Italy, where the duo turned down his internship offer. Romance Was Born has collaborated with huge Australian fashion retailer Sportsgirl, Lilly Allen, Melbourne band Architecture in Helsinki and many other Australian artists. The collections often turn from a beautiful quirky collection to a full scale production. For example, the 2010 spring/summer collection "Renaissance Dinosaur" featured models with claws on the tips of their fingers, walking down the runway covered in smoke and ancient surroundings while wearing extravagant costumes including craftwork and diamond shapes.

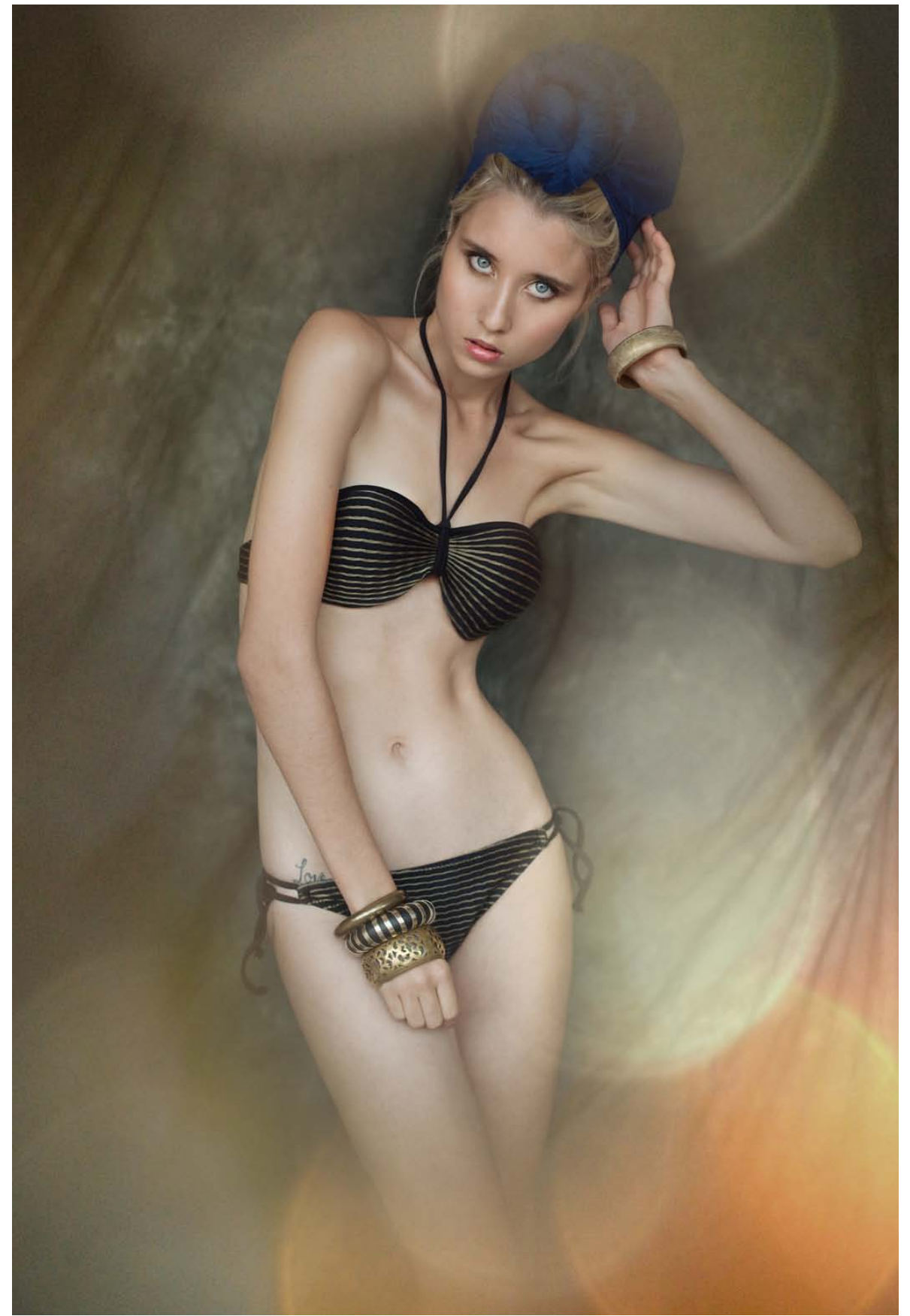
Romance Was Born is a perfect example of great Australian fashion. The collections get better every season, the productions get more exciting and there is a lot more to look forward to from this Australian brand!

PRETTY IN PRINT

Photography / LANA IVANOVA / www.lanaivanova.com
Model / KRISTINA SHAPRANOVA
Makeup & Hair / CASEY GORE
Clothing / Y-LONDON / ylondon.com.au







MOJITO

Photography / JONAH GILMORE
Designer / MOJITO BIKINI'S, CAROLINE ATTWOOD / www.mojitobikini.com
Wardrobe stylist / JESSICA HERNANDEZ
Makup & Hair / SHERRI CELIS







BETWEEN CULTURES AND FASHION

Text / ERIKA MAIO

Clothing & Pics / MARA HOFFMAN 2012 / www.marahoffman.com



If you're a lover of life with its passionate colours and its playful moments, you will absolutely fall in love with Mara Hoffman's 2012 Summer Collection. From time immemorial she has had a special attraction to Indian, Mexican and Asian indigenous cultures and has always transferred it to her collections. Mara Hoffman was born in Buffalo and her education in the field of fashion began at the Parson School of Design in New York and continued in London where she attended the Central Saint Martin College of Art and Design. During her career, Mara also worked closely with Lysa Cooper and Masha Orlov, who she describes as "very talented women."

"Parson's in NYC really formed me and gave me the discipline that I needed to do what I do."

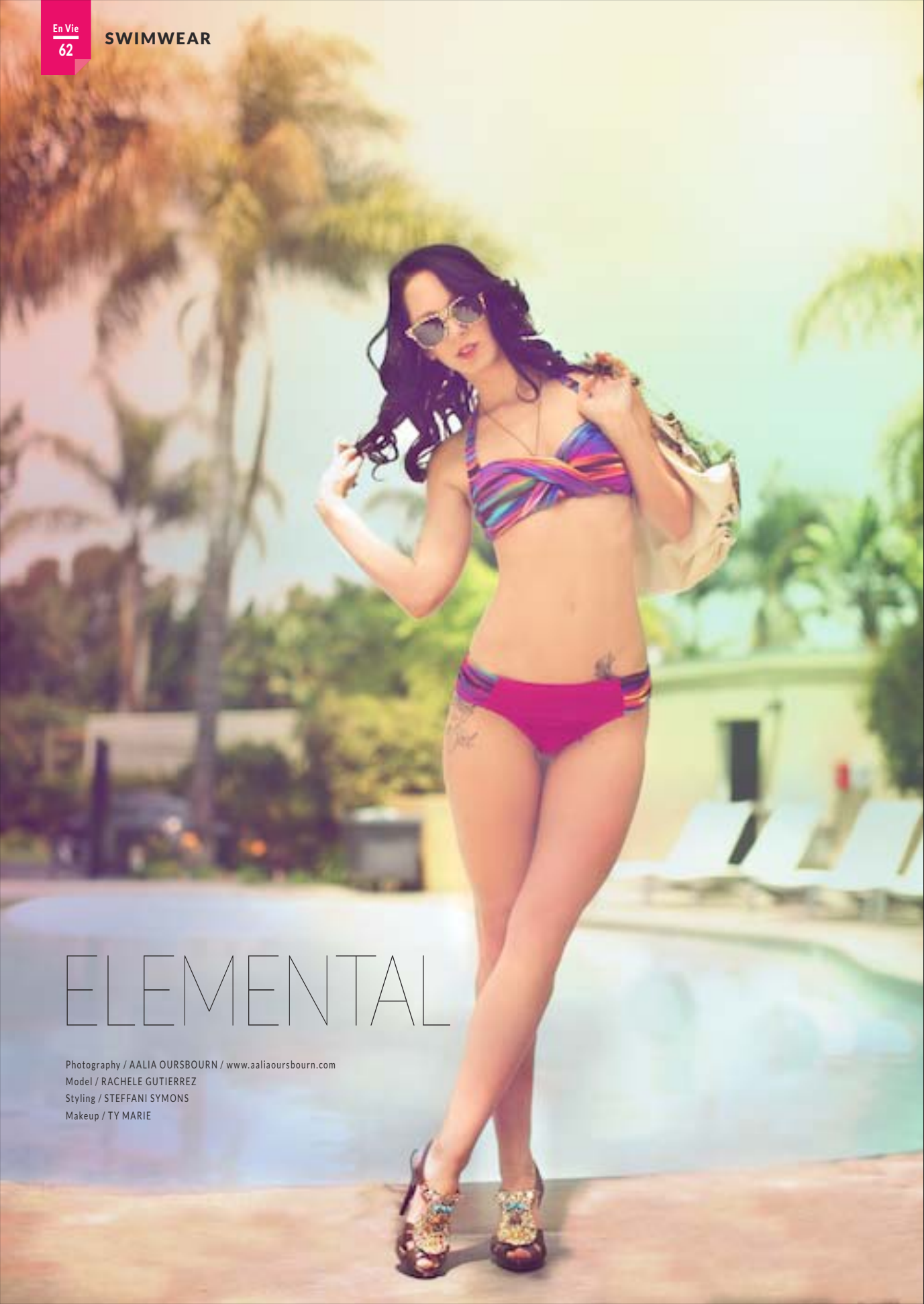
These two fundamental experiences in different countries along with the global concept of fashion that she developed after her schooling, led her down the path of success. In 2000, Mara Hoffman launched her first collection and since then she has never ceased to amaze with her vivid creations. With her work, she celebrates a love for nature and open-air spaces, for the mythology and the magic components that we can find in her beloved cultures. Someone who wears one of her pieces can empathize with all of these aspects.

This surprising designer says, "These cultures inspire me deeply and speak a visual language that I completely resonate with."

Mara Hoffman's latest summer collection in particular is imbued with South American and Mexican flavors. "These pieces are like celebrations that you can wear." Geometric shapes, floral and animal decorations along with sometimes delicate, sometimes strong tints will bring you suddenly into an untouched habitat, a radiant atmosphere of summer and lightness. If you ask her which work represents her most in this new Summer Collection, she would surely answer, "I really am obsessed with the beaded pieces. I love the texture and they really feel like modern takes on a traditional craft."

If you're a woman who wants to display your beauty by the beach with colorful and easy to wear pieces, you really can't miss what Mara Hoffman has designed for you!





ELEMENTAL

Photography / AALIA OURSBOURN / www.aaliaoursbourn.com

Model / RACHELE GUTIERREZ

Styling / STEFFANI SYMONS

Makeup / TY MARIE





ISLAND
PARADISE

Text / DEB OLDS
Swimwear / BIKINI ATOLL - "Bibi", "Honey Ryder", "Rosie Carver" / www.bikiniatollswimwear.com
Photography / LIBBY EDWARDS Model / JORDYN LINDQUIST
Styling and Set Design / DAVID JASKIEWICZ Makeup & Hair / NICOLE FORDE

It's not surprising that Australia is known for gorgeous swimwear, surrounded as it is by the world's most amazing beaches. Inspiration must come easily.

New West Australian swimwear label Bikini Atoll launched this year with its debut collection showing at the recent Perth Fashion Week. The label was named after Bikini Atoll, a group of Pacific coral islands used for nuclear testing in 1946 that were the original inspiration for the modern day two-piece swimsuits. Bikini Atoll uses only the highest quality fabrics and all garments are 100% Australian designed and made, using the most ethically responsible suppliers available.

The debut collection is a collaboration of four mini-ranges that successfully unite to form the aptly named "Collection Number 1". Through the careful consideration of colour palettes and the use of luxurious embellishments, the collection meets itself full circle with endless possibilities to match every shape and size. Each piece is named after of the Bond girls, from the famous James Bond movie franchise, who have consistently influenced bikini and swimwear styles throughout the generations.

En Vie caught up with designer Louise Bond after her whirlwind showings at PFW.

What have you been doing since Perth Fashion Week?

I've been so busy! I already have so many commitments with Bikini Atoll and I am very excited about the fantastic opportunities that lie ahead. We have already had interest from New York boutiques and enquiries from Singapore. I would love to see the label go international within the next six months and will be contacting overseas buyers to make that happen. We are also aiming to participate in the Miami Swim Show next July, which will be a huge international launching pad. Our e-boutique will be live by August this year which will offer our products to the overseas and eastern states markets also. Our next collection will include more lifestyle pieces and we will be building on that each season to hopefully expand to at least four seasonal collections each year.

How is your label unique? Why did you start it?

Bikini Atoll is a label based around making women feel beautiful in well-fitting bathers. When we design new styles, we think of how it will complement the figure and develop the garments using premium quality materials. I started the label after years of working for other labels and helping them to develop. I wanted to own my creativity and be free to design without restraint.



How would you describe your designs and who are your label's customers?

I see my designs as elegant and feminine. The label is made for the girl who likes to look sensational in her bathers – so that's pretty much everyone! We cater for many different ages and our swimwear is functional enough to wear surfing and comfortable enough to just relax by the pool.

How do you start designing a new season?

What inspires you?

I am inspired quite strongly by Haute Couture fashion. I like to translate interesting high fashion into wearable and elegant swimwear. Colours also provide lots of interesting concepts to work from. My next collection is strongly influenced by a jungle theme – there is inspiration everywhere.

Who do you admire?

Anyone who is willing to pursue their dreams! People who accept the risks involved and the hard work it takes to get there.

Any plans to open in Japan?

Japan is a place I would love to visit! There is such an interesting connection between the contemporary and the historical influences. I find the fashion subcultures fascinating and that each theme has such a distinctive look and feel to it.



FOLLOW
ME

Text / MARY SIMCOX
Photography / LUCIANO CISONDI
Styling / ANNIE MARKITANIS
Models / LAURA BARROS @ Fashionmodel (Milan) and TAYLOR @ Leni's

Chiffon dress and matching earrings / CHI CHI LUO



Crocheted jumpsuit / SHABIRA DOWLEY

FOLLOW ME, SHE WHISPERED, DOWN TO THE WATER.
FOLLOW ME, SHE WHISPERED, DOWN TO THE SHORE.
IN THE SILVER MOONLIGHT, FOLLOW ME.
ON THE SALT SEA BREEZE, FOLLOW ME.

I FOLLOWED.
OVER DUNES WHERE SHE HAD LAID HER FORM IN THE SANDS.
I FOLLOWED.
WHERE SHE HAD DRAPED HER LONG HAIR ACROSS THE ROCKS.



Laura:
Chiffon dress and matching earrings / CHI CHI LUO

Taylor:
Shirt / JULIE EILENBERGER
Skirt / SHABIRA DOWLEY

AT THE BREAK OF DAWN, SHIVERING, I SCANNED THE GREY HORIZON.
SHE CALLED MY NAME. OR WAS IT THE WIND?
A VEIL OF MIST AND RAIN, SALT SPRAY KISSES ON MY FACE.
COME HOME.

I SLIPPED UNDER THE FOAMING SURF AND INTO THE WEAVING FORESTS OF KELP.
WHERE SHE WAITS.
COME HOME.



Crocheted jumpsuit / SHABIRA DOWLEY



BACK TO THE BASICS

WITH BECKIBOOS

Text / ESPERANZA URBAEZ

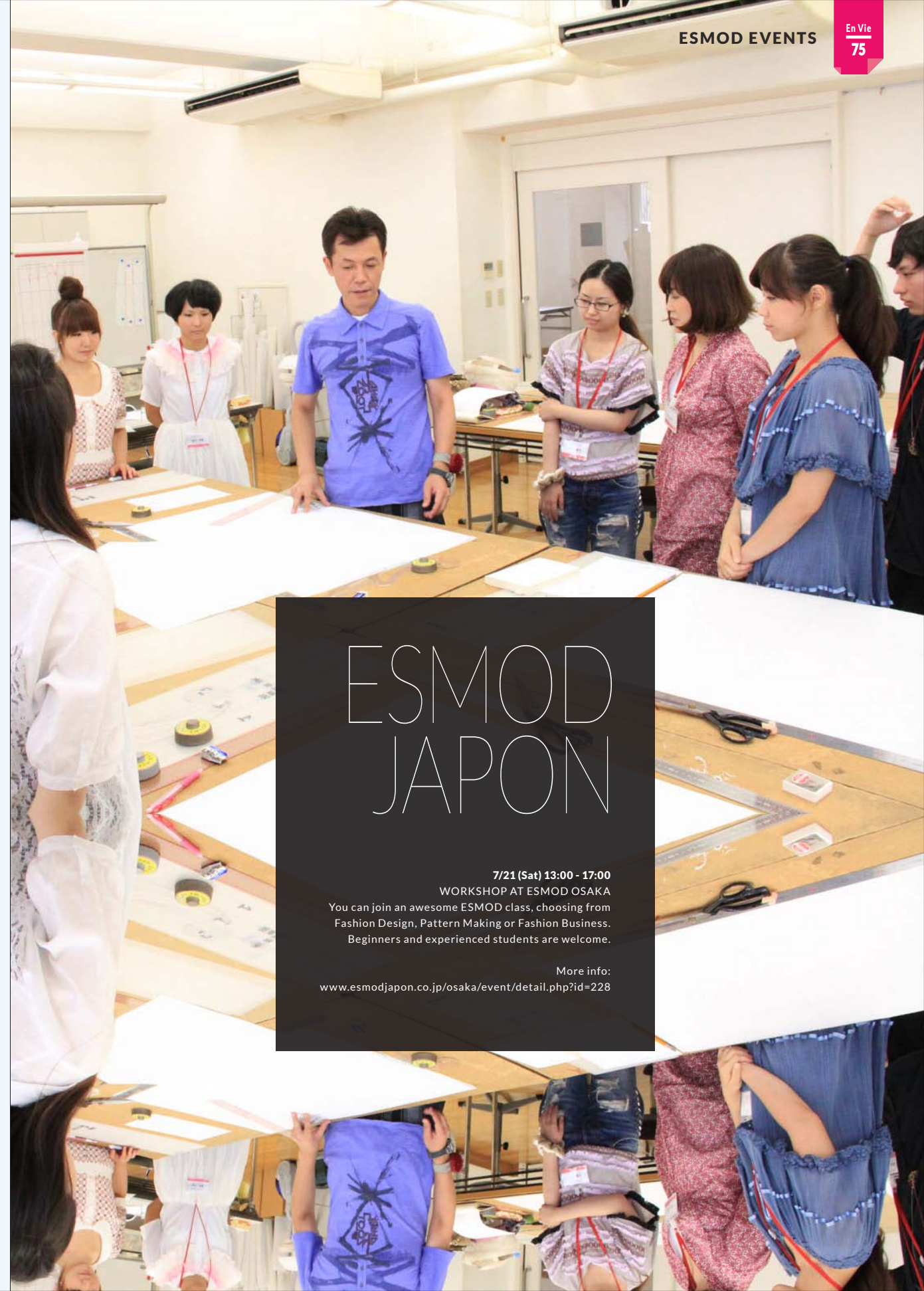
Illustration / BECKIBOOS / www.beckiboosillustrator.co.uk

Just like an exciting roller coaster ride, her clean lines flow, loop and curve to create airy and playful fashion illustrations.

Fashion has become a mammoth multi-billion dollar industry, yet Rebecca Elliston's simple and feminine illustrations highlight the essence of fashion and the pure joy it brings. Rebecca, a 24-year-old up-and-coming fashion illustrator from Preston, England, draws inspiration from many sources, from fashion editorials to the dark circles around her eyes, and she's constantly trying to incorporate new techniques and master her craft.

Whether they sport a frilly teal or yellow dress, a stylish salmon pink or emerald green rain coat, bright red lips topped with a smooth wavy up do or a wildly curly mane, her charming and stylish characters all don the Elliston (also known as BeckiBoos) signature, thin black rings around the eyes. She begins her illustrations with basic pencil and paper sketches, then infuses them with interesting textures, soft and bold colors and shadows using Photoshop.

Although her passion is drawing, Rebecca also enjoys sharing her work and creative process on her blog and getting feedback on it. With her constant drive for improvement and passion for fashion illustration, Rebecca is one bright star to look out for.



ESMOD JAPON

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www.esmodjapon.co.jp/osaka/event/detail.php?id=228

July
2012

HOROSCOPE

BY IZUMI

Illustration / ANNA JASINSKI
www.annajaskinski.com

ARIES 3/21 – 4/19



Rams have kind hearts behind cold faces and they really do like to help others. They find it hard to make the right choices and hesitate before making decisions, often giving up too easily. Stubbornness is their strongest trait; they'd rather die from hunger than take bread from someone they dislike. An apology will quickly douse their fiery anger.

TAURUS 4/20 – 5/20



Although they are very trusting, bulls need to feel secure with people before they share what they're thinking. They don't like being around people who don't have the same ideals, because when they are misunderstood, they feel they have to explain themselves. They are bored by routine work, but need their rest on the weekends.

GEMINI 5/21 – 6/21



The twins have characters that are a complex mix of extremes and opposites. First impressions are very important to them. Having said that, they have bad memories and find it easy to get over any wrongs done to them. Lovers of freedom, they like challenges and have to win.

CANCER 6/22 – 7/22



Crabs hide their sadness and pretend to be happy. Often they show their mature hearts in caring for and helping friends, but deep in their minds they hope for comfort and security. Their secrets will only be shared with those closest to them. Their favourite pastime is to sleep until noon on the weekend.

LEO 7/23 – 8/22



Lion's desire to control is strong, but in fact it comes from a lack of security. They love dressing up and take great care with their appearance. Whether at work or play, passionate Leo shines warmth and light on people like the sun. They keep their lonely hearts hidden and resist letting others into their minds.

VIRGO 8/23 – 9/22



Virgoans are very sensitive and suspicious, and although they have big ambitions they lack the ability to act. If you want make friends with them don't be late and don't interrupt them when they are talking. Virgos seem hard to get to know, but once they are shown gentleness and kindness, they will always stand by their friends.

LIBRA 9/23 – 10/22



Librans are good at putting themselves in other's shoes and have a lot of empathy. They have a good reputation and show a kind and friendly face to everyone they meet, but only their family and closest friends know their hidden character. Occasionally, they show their childlike nature.

SCORPIO 10/23 – 11/21



Atttractive, unique, sexy, and with a great sixth sense. There are so many mysterious characteristics of this star sign. They may appear to be capricious, as cold as ice and then suddenly as hot as fire, but underneath it all, they are instinctively honest and loyal.

SAGITTARIUS 11/22 – 12/21



Saggis can get a little obsessive about checking things: have they closed the window? Locked the door? Turned off the tap? They love to collect and hoard old things; a favourite book can be reread many times, a favourite song can be listened to for years.

CAPRICORN 12/22 – 1/19



Goats need people and love company, but they never want to admit that they are lonely. Their reserved nature means when they need a hug, they will never be the first one to open their arms. They're often misunderstood, because they don't like to explain themselves; sometimes, what they think and what they say are opposites.

AQUARIUS 1/20 – 2/18



Water bearers are clever and hard working. Many geniuses and talented people are born under this sign. Aquarian's hidden characteristic is stubbornness: even when they know something is wrong, they still continue. They hate making choices; finding that they have chosen the wrong outfit will bother them all day until they can change.

PISCES 2/19 – 3/20



Fishes adore food and when they find a new dish they like, they can't stop eating it. They are the same with their interests and, upon finding a new hobby, they will devote all of their time to it. They also like to play pranks and tricks on people, but mostly they are harmless jokes. They can be possessive in love.

