

# STYLE & THE CITY



Like all great centers of style, London creates trends, follows fashions, and has its own unique brand of style. There are things every fashionista (or simply an amateur fashion fan) needs to know in order to make the most of a shopping day England's capital city.

## PEOPLE TO KNOW

**Laura Ashley** was a Welsh designer who sprang to fame after Audrey Hepburn wore a Laura Ashley headscarf in *Roman Holiday*. Along with her husband, Bernard Albert Ashley, she created a design house known for its flowery prints on both clothes and home furnishings.

**David and Victoria Beckham** are one of Britain's most famous celebrity couples. Victoria was first made famous as Posh Spice and later even more famous by marrying footballer David Beckham. Despite a self-acknowledged failure of a singing career, Beckham remains one of the most talked about celebrities in the UK and at the center of that talk is her fashion intuition. After several ventures into fashion- including a line of handbags and a jewelry line- Beckham has just released a fashion advice book

and says her future is in fashion. David Beckham is perhaps the most famous footballer alive today. Despite being one of the most fashionable women in Britain, David holds his own and starts gets as much attention for his style and good looks as Posh.

**John Galliano** is a London designer who formally headed Givenchy before moving onto Christian Dior and starting his own label.

**Sir Philip Green** is a businessman who owns some of the UK's biggest retail groups. Included in his dynasty are Topshop/Topman, Miss Selfridge, and Dorothy Perkins. He is Britain's fourth richest person.

**Jordan** is often described as a "glamour model" but is a lot like a British Paris Hilton or Pamela

Anderson. As much as tabloids love her for her issue-selling antics, the love to criticize her clothes.

**Stella McCartney** may be best known for being the daughter of former Beatle Sir Paul McCartney, but she has proven herself worthy of fashion fame too. She was chief designer at Paris fashion house Chloe following Karl Lagerfeld's departure.

**Alexander McQueen** is a London-born and educated designer. One of the youngest designers to be named "British Designer of the Year," McQueen is ever expanding his lines and is now including perfumes.

**Sienna Miller** is known most for either her cutting-edge fashion sense or on-off relationship with fellow actor Jude Law. She very much

epitomizes young London style.

**Kate Moss** ushered in the waif look and has become one of the most successful supermodels of all time.

**WAG** has become the label for the wives and girlfriends of footballers. They are pretty much given a bad reputation for simply spending their partner's money without holding any jobs of their own. Some of the most famous of the WAGs are Victoria Beckham, Cheryl Cole, and Coleen McLoughlin.

**Vivienne Westwood** first gained attention in the 1970s when punk band The Sex Pistols began wearing her daring designs. She often includes more traditional elements of British design such as the tartan to enhance her designs.

# PLACES TO GO



**H&M** can be found all over now and London is no different. Go to Oxford St. for the biggest selection of super-cheap and super-chic clothes.

**Harrod's** is a department store like none you have ever seen. No trip to London is complete without a stop at the place where you can buy an elephant, a couture dress, and anything inbetween.

**High Streets** are the equivalent of American Main Streets and are a great place to window shop.

**Karen Millen** is one of England's most successful retailers. It is especially good for special occasions and partywear.

**Oxford Street** has become the center of high street shopping. Here you'll find most of the chains like Topshop and Topman as well as the Selfridge & Co. or the Nike Town.

**Primark** is a great place for some of the cheapest clothes in London. Remember, however, that there is a reason it's so cheap.

**Markets** such as Portobello Road market and Spitalfields provide everything from antiques to up-and-coming designers. These are generally only open on weekends. Go Friday to avoid the tourists.

**Selfridge & Co.** was founded by an American business man on Oxford St. in 1909. It's believed Harry Selfridge coined the term "The customer is always right," and perhaps this is why the store maintains one of the most successful department stores in London.

**Ted Baker** initially only sold men's dress shirts, including free dry cleaning with every shirt purchased. Since that time, Ted Baker has become a global brand extending its collection to include men's, women's, and children's clothing lines and accessories and is known for including quirky, unexpected twists in the designs.

**Topshop** on Oxford St. is probably the best one of the chain in town. Go here for great clothes. It's a little more expensive than H&M but better designed too.

# THE SEASON'S TRENDS

Perhaps the best part of fashion is its constant evolution. This season is no different as we see new trends come and old ones fade away. This season has no one defining trend which is sure to be to the delight of fashion followers. Here is a look at some of the biggest trends for a London winter.

**Animal prints** are most certainly back. They are everywhere from headbands to shoes and everywhere between. Just be sure you don't go in cheetah head to toe... unless it's Halloween.

**Ballet flats** are back and bigger than last year. They're in every color, fabric, and style. So enjoy them. There's certainly a pair out there for everyone.

**Boots** are both practical and pretty. They come with different styles and colors. Almost any boot is hot this year.

**Grey** had a bit of a rough start. Stores were criticized for their bland, all-grey store fronts until it found its fairy godmother in Victoria Beckham who

saved grey from being shunned.

**Headbands** are like ballet flats: everywhere and everyway.

**Jewel tones** like deep reds and purples are huge. And, good news, they can spice up that grey you will be wearing.

**Skinny Jeans** are admittedly hard to pull off. But to those who can rock the skinny, congratulations. This is probably the biggest trend and you are one of the two percent to pull it off.

