

LONDON



## Lifestyle Fashion Tradeshow: Fall 15 Show Preview

Brand Spotlight:

**Jeffrey Campbell**  
**Motel**  
**Collectif**  
**Queen of Darkness**  
**Plus Trends**

**ROCKALILY'S CUTTING**  
**EDGE VINTAGE STYLE**

Blogger Spotlights:

**Atomic Amber**  
**& Honey Pop's**  
**Amanda Davies**

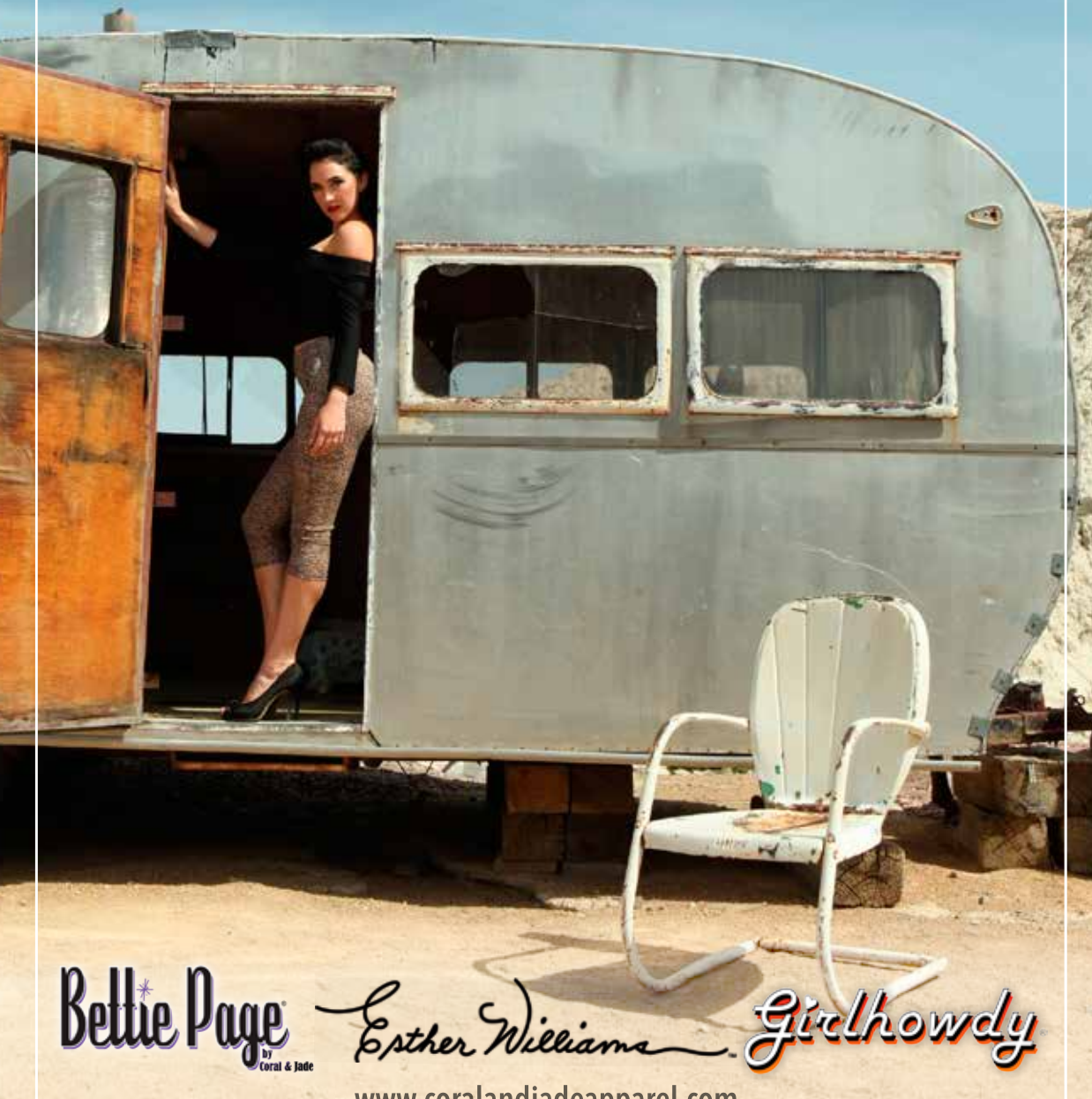
**6TH-8TH SEPT 2015**  
**Business Design Centre**



LIFESTYLE TRADE SHOW

[www.londonedge.com](http://www.londonedge.com)

# HEADING OUT TO LONDON EDGE? VISIT US IN STAND VG65



**Bellie Page**  
by Coral & Jade

*Esther Williams*

*Girlhowdy*

[www.coralandjadeapparel.com](http://www.coralandjadeapparel.com)

## WELCOME TO LONDONEDGE!

*The next edition of LondonEdge is fast approaching, and we can't wait to welcome you to the Fall 15 exhibition this September. As ever, we've been working to bring you the best LondonEdge yet, and have some very exciting additions to the trade show schedule.*

The Autumn / Winter '15 edition sees LondonEdge return to Islington's Business Design Centre. Sandwiched perfectly between Camden Town and Shoreditch, we are always pleased to take up residence in the hustle and bustle of North London's vibrant Upper Street.

This season we've developed the LondonEdge magazine, to bring you a more in-depth look at some of the brands joining us this season as well as more information on what you can expect to see at our next event. We'll also be highlighting trends, key pieces and other information curated exclusively for the LondonEdge community.

Each season we gather together the best in subculture and lifestyle fashion. Keep an eye out for the fantastic new brands joining us alongside our established and renowned exhibitors as we introduce **Edge:Edit**. Dedicated to introducing newcomers and tastemakers, **Edge:Edit** is a specially curated selection of fresh, innovative brands that have been hand picked to showcase their collections for the first time at LondonEdge. Be sure to visit them on the Gallery Level.

Alongside **Edge:Edit**, we'll also be introducing an exciting bill of guest speakers to the schedule. Stay up to date with LondonEdge news as we reveal the line up over the coming weeks.

We hope you enjoy the first edition of the LondonEdge magazine, and we look forward to seeing you in September.

LondonEdge takes place **6th - 8th September** at the Business Design Centre, 52 Upper Street, Islington, London N1 0QH. To register please visit: [www.londonedge.com](http://www.londonedge.com).

**EDGE AW  
MAGAZINE**

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Design Creative: Gary Everitt @RAGE



# WHAT'S ON WHEN?

*From live catwalk shows to speakers, bloggers events, entertainment, sweetie stops and parties, there's always something happening at LondonEdge!*

## SEPTEMBER 2015 OPENING TIMES:

Sunday 6th - Open 10am - Close 6pm  
Monday 7th - Open 10am - Close 6pm  
Tuesday 8th - Open 10am - Close 4pm

## CATWALK SHOW:

There are four catwalk performances every day during which a selection of the very best LondonEdge has to offer is exhibited. Our catwalk stage is sponsored by New Rock Boots & Shoes and you can plan your visit ahead of time by getting these times in your diary & a front row seat:

## FASHION SHOW SCHEDULE:

Sunday: 11am, 1pm, 3pm & 5pm  
Monday: 11am, 1pm, 3pm & 5pm  
Tuesday: 10.30am, 12 midday, 1.30pm & 3pm

## PARTICIPANTS:

Jawbreaker / Voodoo Vixen / Hell Bunny / Collectif / Bright & Beautiful / Phaze / Queen of Darkness / New Rock / Banned / Innocent / Burleska / Pentagramme / H & R / Dolly & Dotty

## SPEAKERS:

We will also have a schedule of speakers throughout the show, made up of industry insiders and experts in their fields. These speakers will be sharing their experiences, wisdom and know-how to visitors and exhibitors alike, and more information and a schedule of events will follow.

In the meantime we're delighted to confirm some of our special guest speakers:

Joining us from America are Dolls Kill, the world famous and teen magnet online boutique, which

unleashes the inner riot girl in us all! Dolls Kill will be talking about how they turned their online site into a global phenomenon.

From good old London town, ReeRee Rockette will be joining us. An entrepreneur & blogging expert, who has a column in a Things and Ink, has written for Vintage Life Magazine and is a Huffington Post blogger, will be discussing the sometimes controversial role that blogging has within our sector.

## HOW TO FIND YOUR WAY TO THE SHOW?

The BDC is ideally placed for LondonEdge right in between Camden and East London, with easily accessible transport and amenities for the City and beyond.

Public Transport – the nearest tube station is Angel, a five minute walk from the venue. Highbury and Islington station is nearby also.

If you are travelling by car there is underground parking available. The full address is: Business Design Centre, 52 Upper Street, Islington, London N1 0QH.

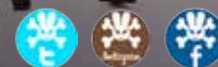


# Hell Bunny

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[www.popsoda.co.uk](http://www.popsoda.co.uk)



stand: M105





*Motel*

VISIT US AT STAND **VG64** DURING  
YOUR TIME AT EDGE



## THE REBELLIOUS MOTEL

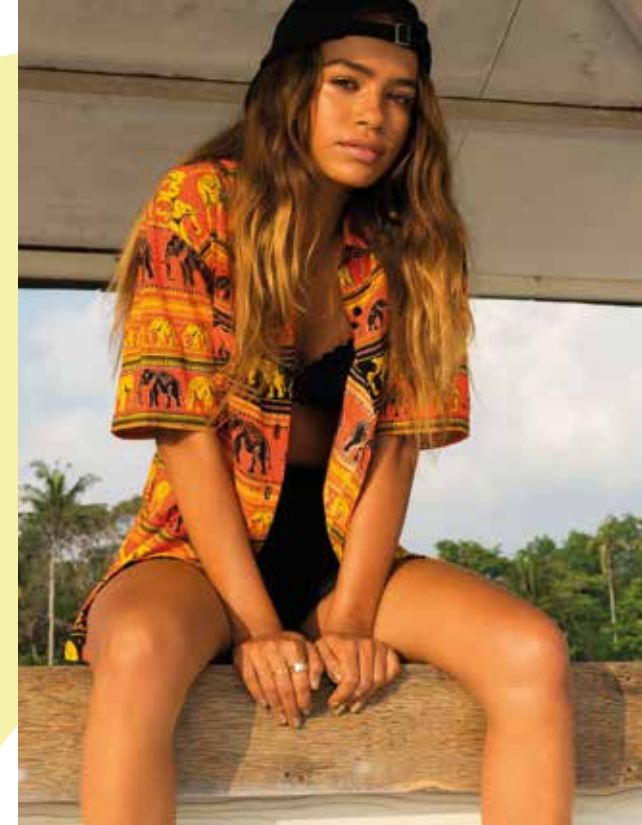
*This season we are  
very excited to welcome  
Motel to LondonEdge  
for the first time.*

The rebellious fashion brand Motel was established in the late 90's and has become synonymous with directional and attitude fuelled designs with a strong emphasis on individuality and print based styles. Born from a love of vintage fashion, the Motel brand founders set up the label after a road trip across the west coast of America, where they hand sourced original vintage garments and thrift store finds and set about bringing these looks to the UK fashion scene. Motel carved a niche in the marketplace and set the scene for a fashion revival with regular collections of covetable and distinctive designs that took retro inspirations but made them fresh and innovative.

Pioneering the concept of fast fashion for the youth market, Motel sets the pace for the style hungry and offers unique and ever-evolving designs with an emphasis on quality, statement prints and new silhouettes. From vintage one-offs, street-art and retro fashion, the brand's design team cites an ever-expanding list of inspirations when creating the collections.

Motel makes its LondonEdge debut this season and will be showcasing a collection of brand new prints and designs including best-selling styles and a special collaborative collection also. With a heritage in independent and left-field fashion, you'll find striking cut-out bodycon dresses, printed coords, wear-anywhere playsuits and a bold swimwear range.

Find **Motel** at LondonEdge in September on Stand **VG64**.





# KATE PRIOR

SPOTLIGHT  
INTERVIEW

## Illustrator & Artist

Illustrators and artists are at the core fashion design. These pivotal tastemakers not only help to create the aesthetic of the brands they collaborate with, but influence colour ways, styles and global trends the world over.

Artists are particularly important in the lifestyle fashion sector and here at LondonEdge we work closely with the freshest talent making their mark on the industry. Starting with this Autumn's show we'll be commissioning a different artist to create a new look for LondonEdge every season.

The first designer we have selected is British illustrator Kate Prior, who created the cheeky googly-eyed pattern you will see all over this September's show. Kate's cartoony and vibrant style is her calling card, often working with bold, hand rendered text and kooky characters. Working as an in-house illustrator for Urban Outfitters, Kate's work also includes clients such as Asos, Adidas, Pitchfork magazine and the New Yorker.

We caught up with Kate for a chat about her career, influences and all things KP...

**LE:** Hi Kate! So, how did you get into illustration?

**KP:** I started out as an in house illustrator at my parents' during the school summer holidays as a way to keep me entertained!

**LE:** Your style is very distinctive, and yet has so much variety. How would you explain your drawing style?

**KP:** I try to tell a story within a single frame using bold lines, ghoulish characters and hand lettering. If none of that works then I just use the most obnoxiously bright colours available!

**LE:** Well we love the bright colours, the more obnoxious the better! You've worked with some great brands already in your career, what would you say your career highlight is so far?

**KP:** Getting asked to design my first sale campaign at Urban Outfitters and drawing a cat poo with the tagline 'Cat s\*\*t before it's all gone!' - they ran with it!



**LE:** Working with a brand such as Urban Outfitters, yet having that much freedom must be fun. What would you say is your favourite part of working creatively with brands on projects?

**KP:** I like that I'm given creative freedom to voice the brand with my own vision. I'm not sure if it's off the back of the 'Cat s\*\*t' job or what....

**LE:** What sort of products or brands do you prefer to work creatively with? Do you have a favourite product to design for?

**KP:** Anyone that's up for inserting a little bit of humour into their brand - and bright colours of course!

**LE:** So, what's next for your work?

**KP:** I've been working digitally for so long now that I can feel my bum going square - I want to try more real life design! Save the butt!

**Fall 15 LondonEdge** illustration created by **Kate Prior**. Check out more of her work at [www.kateprior.com](http://www.kateprior.com). Be sure to keep your eye's peeled to find out who will be creating the next LondonEdge campaign in 2016.

Voodoo Vixen  
Vintage Inspired Clothing



Stand #M59-60 | [www.onedirectionclothing.com](http://www.onedirectionclothing.com)





01



02



06



03



04



07



05



08

## THE KING OF TEE'S

*All hail the black t-shirt.*

The black t-shirt still reigns supreme - an iconic wardrobe staple, and we've never had a better selection to feast our eyes on. From long line to slim fit, all over prints to strong slogans, the faithful black tee is constantly being reimagined, and still proves to be the most sought after of styles.

**TEE'S:** 1. Killstar - 2. Mexican Mob - 3. Disturbia - 4. Iron Fist - 5. Darkside - 6. Sullen - 7. Too Fast - 8. Alice Takes a Trip



01



02



03



## QUALITY BOOTS

*Fit for stomping*

Lace up with attitude and stomp your way through winter with these quality boots - designed to last and look good doing it.

**BOOTS:** 1. New Rock - 2. Grinders - 3. Pleaser





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#M59-60

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BRAND  
SPOTLIGHT

## QUEEN OF DARKNESS

A big part of London Edge is celebrating different styles and individuality in the way we choose to dress. Queen of Darkness are one brand that does just that. We asked the people behind the brand how important a passion for subculture is to them...

"Queen of Darkness started as a request of the alternative people attending festivals 10 years ago to be able to buy Queen of Darkness all year round so they wouldn't have to wait for the next year's festivals. More than a decade later, we are still present in festivals around Europe, never missing WGT in our hometown, Leipzig, and then others that make our summers great! Being able to talk directly to our fans and hear their feedback is our most valuable way to grow and create clothes and accessories that compliment their personality and their style. There is nothing more rewarding than seeing women and men alike expressing themselves through fashion, and we love how they wear Queen of Darkness!

What we love most about the alternative scene (gothic, metal, gothabilly, etc.) is the passion. Despite the oppression they have to face, or the

society norms like the office dress code they have to follow, the alternative people stay true to themselves and always show their style proudly. Queen of Darkness is all about supporting them in this matter and thus the variety of clothing & accessories. The alternative fashion flourishes thanks to these beautiful people, it's just amazing to be part of it and witness it as it evolves and more people find inspiration in it.

Speaking of events we never miss, Queen of Darkness is part of the LondonEdge tradeshow for the spring/summer collections as well as for the autumn/winter ones. It's the best event to get the pulse of the alternative fashion industry. It's a very well organized event in a city of diversity, where alternative blends with classic and creativity is the key ingredient. We're always looking forward to LondonEdge every year and as it's pre-launch of our collections it helps us to organize them better.

**Queen of Darkness** will welcome you with open arms in September 2015 on Stand **M47**.



# DARK IS LIGHT ENOUGH.

*We'll stop wearing black when they invent a darker colour.*

The darkest of velvets, delicate lace and the crispest white shirts collide with crop tops, denim, florals and prints.

Photography: Haris Nukem  
Styling: South Of Heaven  
Hair & Make Up: Charlotte Kraftman  
Model: Lily Bridges



**Featuring:** Widow, Jeffrey Campbell, Lip Service, Asgard, Disturbia, House of Wolves, Alice Takes a Trip, Killstar, Collectif, Phaze Clothing, Extreme Largeness, Rat Baby, Jawbreaker.











All of the brands featured in this editorial are available at LondonEdge in September 2015. Register now online at [www.londonedge.com](http://www.londonedge.com). See the full shoot online.



# jeffreycampbell

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Instagram: [@jeffreycampbell](https://www.instagram.com/jeffreycampbell)  
Twitter: [@jcshoesuk](https://twitter.com/jcshoesuk)





Dolly &amp; Dotty: Dress



Banned: Dress



Hell Bunny: Dress



Banned: Shoe



Ellie: Shoe



Cristofoli: Shoe



Ellie: Shoe



Banned: Shoe

## SUMMER GARDEN PARTY & VINTAGE HOMEWARES

*That Garden Party feeling...*

The sun is shining and the flowers blooming.... Tea dresses and floral prints, kitten heels and head to toe pastels, we've got the garden party bug! The summer months are ideal for breaking out those classic A-line dresses and we're spoilt for choice with the huge range of reproduction vintage on offer. Our retro brands are bursting at the seams with feminine vintage style.



VooDoo Vixen: Dress



Collectif: Dress



Sourpuss: Clock

## Vintage Homewares

Kitsch and cute, bring vintage style home with Sourpuss homeware.



Collectif: Cardigan



Sourpuss: Pillow



Sourpuss: Jar



Voodoo Vixen: Cardi



Banned: Bag



Sourpuss: Pillow



# BRAND SPOTLIGHT COLLECTIF



## ROCKABILLY BABY Range

These are 5 items from our 'Rockabilly Baby' range, harkening back to our roots a little. We reckon these will go down a treat in September! We wanted to give you a taste of what is to come for AW15- we're really excited to be unveiling our Mainline and Vintage collections to the London Edge audience. We picked some items inspired by the pinups of the 1950s, Collectif Mainline offers something a bit different - plenty of attitude with bright colours, bold prints, and sassy silhouettes. Within the Mainline collection, we have a range of competitively priced items as well as lots of showstopping pieces.



BRAND  
SPOTLIGHT

**Collectif** is a tour de force on the vintage scene. Ladylike yet full of rockabilly attitude, the brand is a retro queens dream, and, in recent years has gone from strength to strength. We spoke to marketing manager and accessories buyer Siobhan O'Dwyer about Collectif and the vintage scene, and asked for her top 5 pieces from the new season.

**LE:** Hello Siobhan! So for those who don't know, tell us a little about Collectif

**SO:** Collectif offers reproduction vintage clothing and accessories made accessible for the modern woman. With designs and fabrics inspired by the 40s, 50s, and early 60s, the detailing on our styles adds a vintage touch to the garment, making them different to what you would find on the high street. We are trend influenced, but we are not trend led. We present a full collection- including dresses, separates, and outerwear. The collection is perfectly balanced- meaning that each piece can easily be styled with other items from within the Collectif collection for a full vintage look, or mixed and matched with other styles for a different feel.

**LE:** We would say that Collectif is one of the driving forces behind the rejuvenation in popularity of the vintage aesthetic.

Would you say this is important for the brand?

**SO:** Very much so. Fashion has always revisited the past, and this is apparent now, more than ever. In the past five or six years, the 40s and 50s aesthetic has played a huge role in trend forecasting, and we want to be able to push the boundaries of what we are able to offer. We'll always have our core range- but we're keen as well to always be trying something different within this market.

**LE:** What do you think makes the 40's and 50's style in particular so popular?

**SO:** It's accessibility. The cuts from this era cater to and celebrate all figures, and this is our main focus when we design our collections. There was such a revolution in women's fashion in those periods - resulting in a vast spectrum of different styles all falling under the same brackets. The 40s and 50s saw 'The New Look'- the 50s also saw extravagant silhouettes and bold uses of luxurious fabrics - after a period of rationing and cutting back on indulgence. What more could you possibly want from an era in fashion and design?

**LE:** Vintage style is huge amongst bloggers - does Collectif work with bloggers/vloggers much? If so, has

this proved beneficial for you as a brand?

**SO:** We do indeed, and we work with as much as we possibly can! Bloggers such as Georgina (FullerFigureFullerBust), Idda Van Munster, Retro Chick, Cherry Dollface and Vanessa Frankenstein have all reviewed Collectif pieces over the past few years, and the exposure we receive from these reviews is pivotal to us as a brand. Working with a number of different bloggers ensures word of our brand travels to all different kinds of audiences, and it is a great way to see how differently our pieces can be styled, from person to person!

**LE:** Collectif isn't purely reproduction vintage, the brand melds together trends with heritage. How important would you say that was, rather than being purely a reproduction vintage brand?

**SO:** Incredibly important- it ensures that we appeal to a wider range of people. We see customers from all different kinds of backgrounds visit our stores, who fall in love with our clothing and want to wear it! I'm proud to say I've converted a few non-believers myself, with the trusty Dolores Doll Dress Polka! It's always a lovely surprise to see how people react when they try our clothing on for the first time. We are trend influenced and not trend led- and this outlook is integral to our

aim when we design a collection. We want our clothing to be accessible.

**LE:** Collectif are established LondonEdge Exhibitors - what do you find the most useful about the show?

**SO:** It's a great chance both to catch up with our current customers and meet new faces and welcome them to the brand. We love receiving feedback face to face, and having the opportunity to see the reactions to our new collections up close is the best way for us to gauge what is going to sell well!

**LE:** In recent years we've seen Collectif expand to now having 3 London based shops and Brighton Boutique. What's next for Collectif, will you continue to grow retail space?

**SO:** Lots and lots of things are in the pipeline - we're currently in the process of improving our Camden Stables Market Store. We've recently opened a concession in Miss L Fire's Hollywood store that has gone down a treat! After that? World domination!

You can find Collectif at LondonEdge in September on Stand M169





## AMANDA DAVIES FROM HONEY POP KISSES

### SPOTLIGHT

"For me LondonEdge is the epitome of alternative trade shows, showcasing brands from all over the world, from new designers to established brands and take it from me the atmosphere is always incredible. I think that is why I love the show so much, everyone has an abundance of energy and positivity, the way fashion should be!

My favourite exhibitors have to be Iron Fist, Collectif and Manic Panic. The Iron Fist stall is always my first point of call, everything is always adorable and slightly grotesque, it's like they've been peeking inside my brain! Their prints are always to die for; I mean have you seen the doll parts collection? Perfect for hole and Barbie lovers alike.

No one makes replica vintage clothes like Collectif and the fairy tale like dresses will always win my heart, who doesn't love tuile and a full skirt? Plus their high waisted jeans are actually high waisted, you cant ask for much more can you?

Manic Panic have to be one of my all time favourite brands, started by Tish and Snooky in the 70's and if you don't know the story go and learn it! I've been using their hair dye since my first attempt at having pink hair at 15, which resulted in a pink bathroom and patchy hair. Did I mention they make awesome make up and they are cruelty free too? Told you they are awesome!"

[www.honeypopkisses.com](http://www.honeypopkisses.com) • Instagram - @honey\_pop

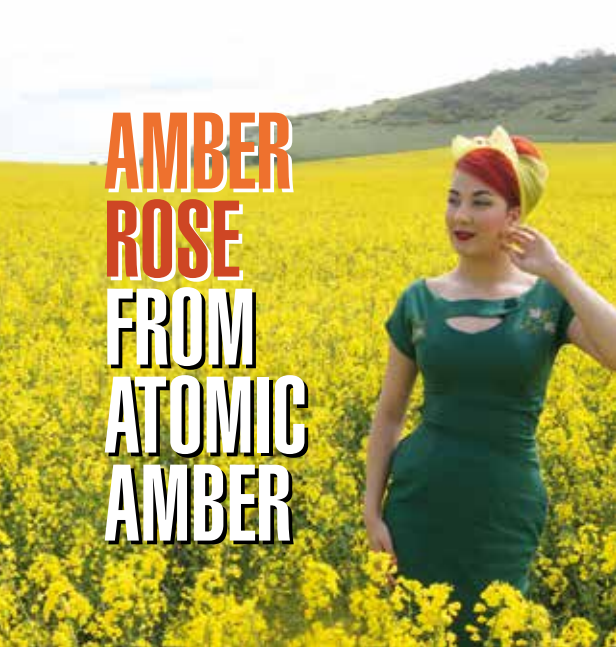


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Stand: **M113**



# AMBER ROSE FROM ATOMIC AMBER



## SPOTLIGHT

"I recently attended the LondonEdge Tradeshow (my second time going!) as a Blogger representing Voodoo Vixen. **I had an AMAZING time!** The atmosphere was incredible and it definitely has more of an 'event-like' fun feel as oppose to just your bog standard tradeshow which makes it enjoyable for everyone who's lucky enough to go. As a Blogger, it was great to have sneak peeks at all of the new season stock from my favourite brands, such as Banned Apparel, Voodoo Vixen and Hell Bunny! Be warned - you will leave with a wishlist the length of a novel. It was also great to meet brand owners and representatives because as a Blogger you only usually get to speak to companies via email so putting a face to a name was lovely.

**LondonEdge** is unique in the fact that it appeals to so many different alternative markets so you get a real mix of people who attend. It's great for making new contacts - whether you're a Blogger, a shop owner or a brand rep. I love that it's not just clothing that exhibits at the show. They have a variety of beauty (I <3 Besame Cosmetics), accessories and they also had one of my favourite photography companies The Pinup Academy there, too! Early 2015's show was sponsored by Voodoo Vixen & Iron Fist and they held an awesome after party in Soho which all the Bloggers got to attend and were transported to it via a vintage red bus which topped of an amazingly fun day. I hope to attend next year's LondonEdge too!"

www.AtomicAmber.com  
Instagram - @AmberRoseTheron



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**BOOOOOWWW**

**SUPER POWER**

Let it snow, let it snow, let it snow

*Bed of Roses*

**Dolly and Dotty**

Stand G20 Tel: 01273 - 253011  
www.DollyandDotty.com





# A DAY IN THE LIFE OF REEREE ROCKETTE

SPECIAL  
FEATURE



Ever since we started LondonEdge has represented brands that do things differently; the brands that make the clothes you want to wear, the clothes that match your lifestyle. It's not always easy to work your personal style into your day-to-day life, and we love it when we see our attendees and fans of the brands that we work with, breaking the rules and wearing what they want, when they want.

Style blog and as a successful businesswoman and entrepreneur she has never compromised her style, but instead made her alternative look her signature. We asked her a bit about how the way she dresses influences her life, and how she goes about creating those outfits we so adore.

**LE:** Hello ReeRee! So, how did you get into vintage clothing and style?

**RR:** Apparently during my years at Uni, in my early 20s, I used to complain to my housemates that I wish I had the confidence to dress in a rockabilly style. I'd never followed an alternative dress sense, not even as a teenager. I was a mainstream "uk garage" girl, if I had to describe my clothing taste at university. I wanted desperately to feel as good as I thought everyone else looked, and I wanted to fit in. In my mid 20s, as a primary teacher, I started to explore the

rockabilly style. I bought my first pencil skirt, swing skirt and yellow lemon cardigan. These all felt like such scary steps, which seems comical now, but I was really nervous about changing my style, even in these small ways. I was worried people would look at me, and think, "Who does she think she is?". It just grew slowly from there; adding flowers in my hair, cutting Bettie Bangs into my hair, and ordering more alternative fashion from ebay.

**LE:** We love how you style your vintage clothes with contemporary trends - tell us how you go about choosing outfits?

**RR:** One motto I've used for getting dressed over the years is, "Dress as if you'll bump into an ex", and it has become the backbone in my style arsenal! It doesn't take any longer to dress and feel good, as it does to dress and feel terrible. If you're going to put a top and a skirt on, they may as well be a skirt and top that you love, and that make you feel awesome. Over the years, I've move away from being 100% rockabilly, or 100% vintage, and I've returned to a more modern style, mixing and matching everything in my wardrobe, from high street, to more niche brands, to vintage. I guess this is the difference between following a fashion, and developing a style. Once you have a style that works for you, you can work old and new pieces into it.

**LE:** What brands do you find easy to style outfits with and mix genres?

**RR:** Brands that I tend to return to, if buying modern/new clothing are River Island and Collectif, but I shop largely in charity shops, and I find that the hidden gems can come from supermarket fashion lines too! I find I'm good at spotting a good fabric, or fit, without needing to rummage for too long.

## A day in the life of ReeRee...

I wake up at about 7am, and have recently started doing a short yoga routine as soon as I'm up. I'll hop back to bed after for two cups of coffee. I'll shower, have a smoothie, and then it's time to get dressed. I don't take long to choose what to wear, as I've worked hard to declutter my belongings, meaning I don't own clothes I don't enjoy wearing. I'll sit down and tackle admin work - social media, emails, and perhaps write a blog post. If I'm working from home, I may pop out for coffee, I'll often do some accounts at the same time (the pay off for the lovely coffee). If I'm working from the salon I'll walk there and swiftly take charge of the playlist!

I don't tend to dress that differently for day or night, I just wear a little more make up for an evening out. I'm

luckily enough that I don't need to dull-down for work, or general day to day errands; so if I feel like wearing a fancy dress to the shops, I just do.

I wear less vintage clothing day-to-day at the moment, however I do wear vintage glasses most days, as I own a small collection of them (I have retail storage racks for them at home). I like the juxtaposition of wearing 50s or 60s glasses and big gold hoop earrings, and these have become part of my staple look. Similarly using a vintage bag, with a more modern outfit is a great way of creating a fabulous clash of styles.

See more of ReeRee's style on her website - [www.rockalily.com](http://www.rockalily.com)

.....  
All pictures Sheradon Dublin Photography  
[www.sheradondublin.com](http://www.sheradondublin.com)  
.....

You can also catch ReeRee as one of our speakers at  
Septembers 2015 LondonEdge! More info to follow.  
.....

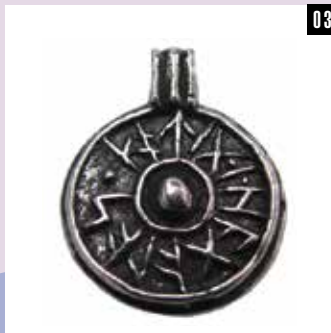




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## CHOOSE YOUR POISON... JEWELLERY TO SATIATE EVERY THIRST.

At LondonEdge we are always spoilt for choice when it comes to our jewellery brands – will you choose traditional skulls? Will you find your inner peace with a crystal talisman? Or will you wear a style symbol round your neck... choose your poison, or pick them all!

1. Sweet Bones - INOX
2. Divine Elements - Extreme Largeness, Killstar
3. Symbolic Silver - Kreepsville, House of Wolves, Asgard

Extraordinary **ALCHEMY** Design  
England 1977

Model: Lady Amaranth  
Wearing - P736 Rabeschadel Choker  
Headress by Hysteria Machine  
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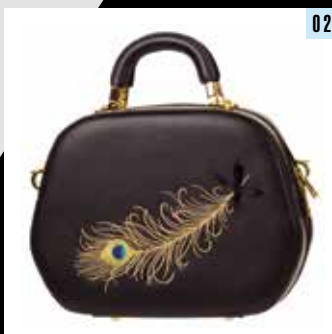
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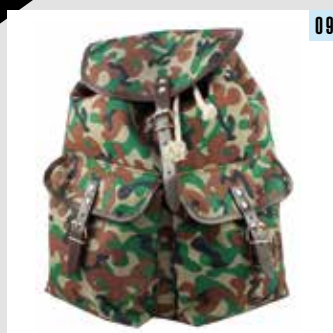
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## BAGS OF FUN - CUTE OR COOL...

Super cute pastel purses vs rock and roll ripped backpacks – which will you choose? Whatever your style, chose from a huge selection of satchels, backpacks, totes, purses, feminine handbags, flight bags and wallets.

1. Jawbreaker - Skulls / 2. Banned - Peacock Bag & Red bag / 3. Sourpuss - Pink / 4. Collectif - Pink / 5. Iron Fist - Loose Tooth backpack / 6. Iron Fist - Rabbittopia / 7. Disturbia - Backpack / 8. Killstar - Backpack / 9. Oxford Bag Company - Pink French Style & Camo backpack.

# EAST END REBEL

*Don't leave vintage  
threads in the past.*

Take to the streets and rock up your  
retro with some contemporary accessories  
and an East London Vibe.

Photography - Haris Nukem  
Styling - South Of Heaven  
Hair and Make Up - Jess Whitbread  
Model - Amy D at Base Management  
Thanks to Fashion Antidote

Featuring: Freddie's of Pinewood, Collectif,  
Victory Parade, Hell Bunny, Banned,  
Seamstress of Bloomsbury, Grinder Shoes,  
Gobolino, Iron Fist Shoes











# EAST END REBEL



*Don't leave vintage threads in the past.*





# BRAND SPOTLIGHT JEFFREY CAMPBELL



*Attention seeking, sky-high and drop dead gorgeous – Jeffrey Campbell shoes are notorious showstoppers.*

From their humble beginnings as an L.A. based family run company in 2000, Jeffrey Campbell has taken the world by storm. Empowering women worldwide, his eye-catching collections have made luxury footwear accessible to everyone.

We caught up with Jeffery and asked him about what inspired to begin designing shoes – “We are small family business... dedicated to creating a line of shoes that captures the essence of the street”. There is a real marriage of street style and high fashion in the design aesthetic, which is clearly reflected in their loyal blogger and social media following. This is especially clear when it comes to perhaps their most iconic shoe, the Lita. With a chunky 6” heel and 2” covered platform, Litas’ come in all the styles shapes, and colours of the rainbow. The Lita took social media by storm and became a bloggers staple, closely followed by the much-loved Foxy. “We have many good styles, but maybe our LITA and FOXY made our worldwide flag” says Jeffrey, and with over fifty five thousand variations of the hash tag jeffreycampbell on Instagram alone, he’s not wrong about the world-wide reach of his designs.

Jeffrey Campbell shoes aren’t all about the height though - we love the wedges and sandals featured in this shoot. The eclectic element to the Jeffrey Campbell design means there is something for everyone – from spikes and studded to strappy and floral. So where does Jeffrey get his inspiration from?



He says it starts with “vintage inspiration, woven together with a modern runway flair.” This season Jeffrey says the design have stayed true to the brands philosophy, and is built around exciting buzzwords,

“WORK-DIRTY-LADY HOT-VINTAGE-GLOBAL FASHION-POWER”

Jeffrey Campbell shoes long been coveted by the fashion elite and spotted on celebrities. We asked Jeffrey who his favorite person to dress was, and he was typically modest, “Fortunately we have many celebrities around the world wearing some of our styles, and we are very proud and thankful. I cannot mention any name though, it would not be fair.” The line is stocked all over the US and in over 26 countries worldwide. So, what’s next for Jeffrey Campbell? “We have a passion for details on every shoe. We would love to keep making girls happy worldwide.”

Jeffrey Campbell will be at LondonEdge this September on Stand M197.

*We would love to keep making girls happy worldwide.*



# A THING OF *Beauty*

Alternative culture has always had a penchant for some serious make up, and at LondonEdge we play host to some iconic, kick-ass cosmetic and hair colour brands.

Crazy Colour (Stand M25), Stargazer (Stand M213) and Manic Panic (VG68) have seen it all and are still some of the most sought after brands in the bold and beautiful subculture beauty scene. We asked Charlotte Kraftman, lead hair and make up artist on the latest LondonEdge editorial shoots, to pick a few of her favourites from these iconic brands.

"Crazy Colour hair dye comes in a variety of beautiful soft pastel shades as well as some more vibrant colours. With such a great selection, sporting a head of rainbow hair is very tempting! The subtleties of the pastels allows for easy self-application without the horror of visible large streaks, which may have been missed. Instead, the dyes blend nicely with the blonde undertone (which is required as a base for pastels) giving a lovely multi tonal effect. The shades last well for semi permanent dyes and can be maintained well with relatively low maintenance by adding a small amount to ones shampoo routine."

"The Star Gazer 'Star Pearl' 'palette has an amazing selection of very pretty metallic shadows, which give a gorgeous three dimensional, reflective, shimmering finish. Any of the colours are great for adding a little bit of fun to a summer makeup routine; and with the pigments nice and easy to blend, they are a pleasure to use."

"Manic Panic has a really impressive selection of unique and bold funky lipsticks with colours ranging from silver and mint green through to midnight blue and black. There are a variety of textures, with the velvet shades having a lovely creamy finish and the matte shades applying smoothly with a nice amount of moisture rather than being drying. A tip for getting the best result to see the true shade when applying the lighter, more unusual shades such as Green Ice, is to apply base and powder to lips first to neutralize lip colour before application. Applying a few layers of lipstick and powdering in between each layer will increase staying power too."

1946 - Red Velvet Lipstick  
1930 - Noir Red Lipstick  
1945 - American Beauty Lipstick



You can see Charlottes work on her website at [www.charlottekraftman.com](http://www.charlottekraftman.com) / or her Instagram - @charlottekraftmanmua

## BESAME

To create the ultimate in vintage glamour and sophistication, look no further than Besame Cosmetics on Stand VG63. The philosophy of Besame cosmetics is to 'be glamorous everyday' – definitely something we can get onboard with! It doesn't get much more glam than a good red lipstick and Besame spoils us with a huge choice of crimsons, carmines and cherries. We picked 3 of the most opulent...



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## WORK HARD & PARTY HARD:

The infamous LondonEdge party will this season take place on Sunday 6th September and it's going to be a night to remember. We take a look back at some of the revelry from last years' event at the Gem Bar in Soho...

All party images Laurence Howe.  
[www.laurencehowe.co.uk](http://www.laurencehowe.co.uk)

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