



Camel trench coat from **Zara** £95.99



Copal trench from **Nisse** £309

Suedette trench coat from **Lipsy** £75

PU trench coat from **George at ASDA** £40



Kaitlyn lambswool trench coat (pink mix) from **JOYELLE Design** £960

IN THE TRENCHES

An iconic item since Burberry launched their legendary collection in the 1850s, the trusty trench coat will seamlessly take you through the seasons. Coming in all shapes and sizes, for AW19 try on a range of materials, lengths and cuts until you find your perfect match. Fend off the wet weather in a vinyl grey number or keep it casual in an oversized camel classic.

Winter *warmers*

Bid farewell to the summer sunshine and wrap up as the temperature drops in some of this season's most stylish outer layers

BY LUCY NORRIS

RADICAL RAINBOW

Make like a box of Crayola crayons and add a pop of colour to those dull days. Paint the streets electric blue, acid yellow and blood red as you strut your stuff in coats so bright you'll draw sunglasses out of their cases on the rainiest of days. Both flattering and mood-boosting, adding a strong block colour to an all black, grey or beige outfit is guaranteed to add a spring to your step. Whether you're into long length styles or cropped jackets, this trend will work regardless.



Mint oversized coat from **Anthropology** £541



Off-white long coat from **Shopyte** £626



Red faux fur coat from **Topshop** £69



Paisley print puffer from Red Herring at **Debenhams** £49



Farleigh coat from **Boden** £250

CRAZY FOR CAMEL

Replicate the sands of the Sahara in your wardrobe this year and don coats in camel colours for effortless elegance every day. This shade of beige is both sophisticated and classic, guaranteeing you a 'put together' look. Test out shapes until you find your fit, experimenting with floor-length belted numbers, as well as thigh-brushing double-breasted styles and oversized knee-length suede pieces. Vary patterns and hemlines to add a little spice to your usual style.



Blazer from **Primark** £20

Vinyl coat from **Topshop** £59



Oversized coat from **H&M** £99.99

Camel coat from **Mango** £119.99

Camel coat from **Zara** £59.99

FEELING PUFFY

Ah yes, our old friend the puffer jacket returns for yet another season and with a chill already circulating in the air, we're welcoming it with open - rather cold - arms. A timeless classic and simple yet effective capsule piece, puffer jackets are always your port of call when a duvet day is well overdue. Go big and buy oversized this AW19 and dazzle your fellow commuters with that all-important pop of colour.



Gabor long coat from **Nisse** £309

Yellow double layer belted puffer jacket from **Simply Be** £60



Pink colour block hooded puffer jacket from **New Look** £39.99

Black puffer from **Lipsy** £65

TEDDY BEAR'S PICNIC

Lurking in the shadows of the last few seasons, the furrier fabrics had yet to properly take centre stage, however this year they've got the spotlight. Dig out that faux fur carpet you've always been too shy to sport and wear it loud and proud. Get yourself a teddy coat for the ultimate comfort blanket that always looks uber cool with a black tee and mom jeans. Shearling looks as chic as it sounds so bombers in this material are a must to take your outfit from casual to classy in one soft swoop.



Brown button teddy trucker coat from **Miss Selfridge** £59



Clarice coat from **Reiss** £895

Brown faux fur jacket from **Dorothy Perkins** £50



Principles formal long fur coat from **Debenhams** £95



Faux fur coat from **Vby Very** £65



Chloe trouser from **Mango** £35.99

Addison trouser from **Hobbs** £129



Cape sweater with funnel neck
£69.95, knit culotte fit trousers
£69.95 from **Massimo Dutti**

LADY IN GREY

As the leaves fall, don sophisticated shades of grey and take on this season's most coveted colour

BY LUCY NORRIS

Simple, chic and timelessly classic, this AW grey will be your port of call. Strut down the streets in an effortlessly cool blank canvas of charcoal trousers paired with a top of a lighter shade and watch heads swivel.

Throw out that dull perception of grey, reminiscent of school skirts and woolly jumpers, and embrace the colour that has often been shunned as the practical safe bet. Grey makes a statement without saying a word and this is exactly why we've fallen head over heels. Mix and match, integrate a shade here and there or go full whammy and wear it head-to-toe.

Despite being overshadowed by the bolder, brighter members of the colour wheel, grey is surprisingly versatile and dynamic. Just because designers this season are setting the tone in steel with a block colour scheme doesn't mean you have to

compromise on creativity. We've all read the book – whether we like to admit it or not – and now its time to take a tip from the title and experiment with fifty shades of grey.

Work the colour into every day outfits by playing up different fabrics such as wool, silk and leather. Opt for a pleated grey midi skirt paired with an oversized chunky knit. Embrace the boiler suit trend and don an all-in-one grey flannel overall paired with dad trainers and a killer handbag, and you're pretty much hot to trot for any occasion. Wrap up in woollen, think massive woolly cardigans draped over grey

skinny jeans or cotton slacks.

For workwear opt for matching two-pieces. Keep it classy in a charcoal pinstripe suit, or let it all hang loose and throw on an oversized blazer/flare trousers combo.

When we said head-to-toe we meant it, so you'd fix up your shoe game by nabbing a grey pair of mules or kitten heels. Vary the accessories by adding a bottomless, massive tote in a stone grey colour and slide in a silver clip to tame those pesky baby hairs.

Not quite yet convinced? Give it a try and because once you go grey, your wardrobe will never be the same. **W**



Metallic pleated maxi dress from **Zara** £45.99



Dress from **Zara** £29.99



Grey floral pleated maxi dress from **Roman Originals** £80



Grey v-neck maxi dress from **Roman Originals** £32



Joy kimono (grey windowpane mix) from **JOYELLE Design** £450



Stone coat from Tu Clothing at **Sainsburys** £50



Light grey trench coat from **Dorothy Perkins** £70



Grey cable jumper from **Lipsy** £36



Grey chevron colour block jumper from **M&Co** £20



Graced metal saddle trim loafer from **Dune London** £85



Grey pleated scarf from **Lipsy** £20



Grey fluffy bag from **Dorothy Perkins** £20



Corduroy top handle backpack from **Accessorize** £32.50

Skinny belt from **V by Very** £15

Black faux suede and leather fold-over bag from **New Look** £19.99

Miranda piping edge knotted headband from **Oliver Bonas** £19.50

MASTERING MINIMALISM

Less is more and this season it's all about making a statement without saying a word. Fly under the radar and keep it simple with minimalistic dressing

BY LUCY NORRIS

De-clutter your life and look as you move into the AW season with a more minimalist approach to fashion. Go shopping with a different mindset and start building your capsule wardrobe with the basic principle of keeping it simple. Hunt for quality, purpose and functionality instead of trend-based quick fixes.

When we say less is more, we mean it. Minimalistic dressing not only pairs back your daily outfits, but cuts down on the contents of your wardrobe too. Replace

mismatched random pieces with carefully selected streamlined shapes and savvy colour palettes for a whole new look that'll scream stylish in the subtlest way possible.

Now we appreciate that the thought of binning half your wardrobe could quite possibly make most of us keel over in absolute horror, so here's three simple steps to help make the transition from hoarder to humble hero in one seamless swoop:

1. Shape your future

To really nail this look, the devil is in the detail with the cuts and lines of each

garment. Follow a structure for each section of your body to ensure you're making the most of minimalism. Opt for clean cuts and oversized options that hang effortlessly. Up top, you want to focus your attention on boxy chunky knits and crisp button down shirts, whilst dresses and skirts look best in A-line and shift shapes. Keep trousers and jeans on the straight and narrow by choosing clean streamlined silhouettes. Mix and match to complement your personal body shape.

2. Colour inside the lines

Just because you've decided to ditch the chaos doesn't mean a new dull wardrobe of charcoals and mud pools. Stick with one block bold colour on top of a neutral base or go full whammy with tonal ensembles of complete primary colours in either the same or different shades. Shed some light on those dreary winter days by injecting

a pop of the rainbow into your everyday look.

3. Hit rewind

The very essence of adopting a minimalistic wardrobe is to rid yourself of mindless fashion and really focus on what suits you and your daily routine. Strip everything right back to basics, much like building a capsule collection, to find a core set of pieces that'll take you through the winter months hassle-free. Seek out unfussy tops to go underneath cosy jumpers, and washed straight leg jeans to team with a lust-worthy pair of boots.

Whether you're ready to embrace the muted tones of the season or want to keep the summer spirit alive no matter the lashing of rain outside, choosing staple pieces will allow you to build your perfect outfit by adding something as simple as a colourful scarf or bright outer layer. **NW**



Zara



Minimalist jumper from **Mango** £29.99



Grey knit from **Zara** £15.99



Cream shirt from **Zara** £19.99



Naomi blouse from **Hobbs** £99



Orange dress from **H&M** 49.99



Gavril-2 trench from **Nisse** £189



Evershot knee high boots from **Boden** £210



Curved leg cullotes £59, double-layer sleeveless dress £59, casual cotton shirt-jacket £79, from **COS**



Viola dress from **Reiss** £195



Rita row utility boiler brown from **Anthropologie** £180



Black patent faux croc effect flare block heeled boot from **New Look** £29.99



Tambie from **Dune London** £199



Fluster from **Office** £72



Cord front pocket trouser from **Red Herring** at Debenhams £35



Minimalist skirt from **Mango** £35.99



British tweed trousers from **Boden** £120



Black velvet suit trousers from **Dorothy Perkins** £32

Sparkling showstoppers

If you were tempted to pull out the classic LBD from the back of the wardrobe this Christmas and call it a day, you're missing out on a fun look. This party season it's all about human glitter-ball chic. Opt for sequin stripes in a rainbow of colours. You can't fail to make an entrance with this show-stopping trend, so why not go for it?



Teal sequin pencil skirt from **Dorothy Perkins** £28



Rainbow line sequin bucket bag from **Oliver Bonas** £29.50



Red Herring dress from **Debenhams** £65



Ombre sequin mini dress from **Miss Selfridge** £89

Frockin' around the Christmas tree

BY LUCY NORRIS

Party season is here and we've got you prepped with our guide to the biggest trends in winter fashion



Red tartan skinny cropped trousers from **River Island** £35



Red tartan coat from **F&F** £39

Turn heads in tartan

The Scottish print is making a massive comeback this party season and we're on board. The colour pallet adds a traditional festive feel to any outfit, and the classic sharp lines flatter all shapes and sizes. The versatility of the trend means anything goes and the high street is full of tartan trousers, blazers, jackets, coats, skirts, and two-pieces at the moment.



Co-ord tartan top from **V by Very** £35



Shirt from **Zara** £39.99



Pewter metallic jeans from **Sosander** £49



Shoes from **Bimby Lola** £215

Eighties dancing queen

The eighties are calling and they want you to steal their clothes. Oh yes, you heard it right, grab those shoulder pads, don those foil metallic shirts, crazy clashing prints, and big hair, and hit the town. Stand out from the crowd in boldly coloured bandage dresses and shimmering lurex ruffles. Balmain gave its stamp of approval and we definitely second it!

Brown is the new black

A new tone is dominating this season and its time everyone ditched the classic black for its archenemy - brown. An easily adaptable trend, incorporate the colour into your party wear with a glossy duster coat, flared trousers or teddy jacket.



Studio AW18 shirt from **H&M** £49.99



Stone vinyl trench from **Next** £70



Brown shearling jacket from **I Saw It First** £60



Jasper Conran skirt from **Debenhams** £75



Flare trousers from **Zara** £39.99

A fringe affair

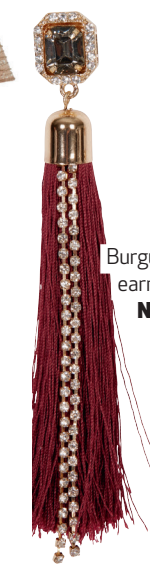
Thought you'd left fringe behind after the summer season came and went? Think again as it's back with a vengeance to liven up your Christmas look. Add subtle touches with fringe tassel earrings or go big with a 1950's-style flapper frock.



Sienna fringe duffle bag from **Accessorize** £30



Joanna Hope beaded fringe lace dress from **JD Williams** £165



Burgundy tassel earrings from **Next** £10



Dress from **River Island** £100



SPONSORS OF **AQUASPRINT**

WIN SWIMMING LESSONS

#NUTSABOUTSWIMMING



Forest Feast strives to encourage a healthier active lifestyle through swimming. With **one in three 11 year olds not able to swim*** we are offering 20 lucky winners a chance to win a course of swimming lessons. See pack or visit forestfeast.com for further details

www.forestfeast.com   

*Source: Amateur Swimming Association (ASA)

No purchase necessary



Easy like Monday morning

Monday is this year's Friday and it's about time everyone got a piece of this life-changing mantra; follow these tips to turn your week inside out

BY LUCY NORRIS

We all know the feeling; waking up with a start, stumbling round the room (praying it's your own) in search of the toilet, mouth dry like the Sahara desert, and a troop of jackhammers going off in your head like there's no tomorrow. Frantically pulling at the corners of your memory to catch glimpses of the night you'd probably rather forget and realizing you've spent next to all your money on vodka shots and the deadly Jägerbomb.

Ah yes, the hangover is no laughing matter and it was this little feeling on a Sunday morning not too long ago that birthed my newfound appreciation for a fresh week and the possibility of a sparkly new Monday.

For as long as I can remember there has been a stigma around Mondays. Coined as the most dreaded, horrible day of the week, Monday has a bad rep but this is all down to perception.

When you really give it some thought, you start to wonder, why are we all hating so hard on the one day of the week that grants us a do-over? I mean, isn't that what we're always looking for anyway; the chance to it all again but this time make it better? A clean slate.

“Monday has a bad rep but this is all down to perception”

Granted Monday can be the barer of bad news and brings a close to the weekend, but trust me it has its redeeming qualities.

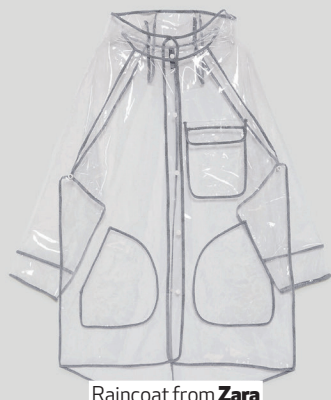
There are multiple reasons why changing your relationship with Monday is the best thing since Beyoncé's Coachella performance. Mondays deserve some love.

Let's all remember long weekends would not exist without our friend Monday, think of how miserable we would be if that coveted three-day mini break didn't exist. Also for all you coffee addicts out there,

Monday is literally the best excuse to over indulge in caffeine as it's that one day if the week that requires the most focus and productivity. Monday is a planner's dream and it can set up positive vibes for the next six days, bringing a week where a feeling of satisfaction is inevitable at the end of it.

Now I'm fully aware that your affection for Monday will not be a love at first sight kind of scenario but I promise, with these little tips, you'll be head over heels in no time:

- Dress for success. Feeling good on the outside is guaranteed to boost your confidence and make you feel like taking on the world before 9am.
- Make time for playtime. Set up fun outings/meetups throughout the week and schedule them on Monday so you have something to look forward to. This way you're not living for the weekend.
- Pencil in a Monday morning workout. Yes we all know the benefits of exercise, but how many of us skip the gym on a Monday? Visiting the gym or taking a walk will release those feel-good endorphins and have you living your best life.
- Create a Monday playlist. Mood boosting tunes are must-have to get you out of that morning slump and pumped up for the day ahead.
- Plan a meal with friends or family, or cook your favourite dish at home to reward yourself for getting through Monday and collapse into bed later on a high note.
- Unplug from technology at the weekend giving your brain a well-deserved rest so it's fired up and ready to go for the new week. ■



Raincoat from **Zara**
£29.99



Red herring jacket from **Debenhams** £45

VISIONS OF VINYL

Plastic, rubber, anything that may squeak when you move, is bang on trend and we want a piece of it. Get that shiny wet look in vinyl rain macs as seen on Chanel and Valentino runways.



Translucent mac from **Next** £42

The Runway Reality Check

Is it really summer if you don't have a swanky new wardrobe to show off? Make others green with style envy with our high street hacks to the SS18 runways

BY LUCY NORRIS



Plus high waisted bikini bottoms £20, balconette halter neck bikini top £3 – from **River Island**

CRAZY FOR CRAYONS

This summer take notes from everyone's favourite colouring pencil - Crayola, and scour the shops for cobalt blues, emerald greens, lemon yellows and tomato reds. It's all about the primary colour wheel and what better way to embody summer than walking around town dressed like a rainbow. If it's good enough for Posh Spice and Balenciaga, than it's good enough for us – am I right?



Silk dress from **Uterqüe** £180



Skinny jeans from **Next** £28



Denim trench coat from **JD Williams** £49

CHECK MATE

Thought the tartan trend was for winter? Think again! Checks for summer are a must and there's nothing cuter than a gingham garment under blue denim while enjoying strolls in the sunshine. We're taking notes from Alexander McQueen, Loewe and Fendi whilst searching the high street for plaids in all shapes and sizes.



Skirt from **Topshop** £39

Black gingham Bardot top from **Dorothy Perkins** £22

THE TEXAN TUXEDO

Yes, you heard it right; this season we're stocking up on denim sets but forget your whites and light blues, dark denim is the staple this summertime. Not only is it more practical for those of us prone to chocolate ice-cream stains, it adds an unexpected element to your wardrobe and is the easiest piece to transition from day to night. You only have to look at Tom Ford, Max Mara and Calvin Klein's summer lineup to see how slick this trend can be.



Denim button pinafore dress from **Miss Selfridge** £32



Denim jacket from **Divided at H&M** £26.22



Denim shorts from **Divided at H&M** £21



Satin shorts from **Oasis** £35

A SHORT STATEMENT

If you usually shy away from getting your legs out prepare to change your mind as power shorts take centre stage. Shorts are making a statement in the best way and are the perfect way to sharpen up any summer look. Take inspo from Louis Vuitton's silky boxer style cut offs and Saint Laurent's high waisted leather version of the trend.



Pink check shorts from **Lipsy London** £38



Snow shorts from **Mango** £29.99



Hothouse bloom
ruffle wrap dress from
Accessorize £29

LET ROMANCE BLOSSOM

As usual florals are dominating shop windows for SS18. This season let your inner romantic run wild in ruched dresses, shirts and skirts adorned with floral patterns. Pick neutral hues and flowing material and we promise you can't go wrong.



Skirt from **River
Island** £32



Floral dress by Studio
by Preen from
Debenhams £59



Pink floral tie sleeve
Bardot neck dress
from **New Look** £17.99



Three-tone hat from
Zara £19.99



Sea you later floppy hat
from **Accessorize** £25

IT'S A HAT MATTER

What's an outfit without the perfect hat to pull it all together? And this season it's time to call on your inner farm girl and rock the oversized straw hat. This statement accessory will bring any outfits from zero to 100 just like that, and is an investment essential to top off any summer style. Go crazy for two tone, slogans and the floppiest rims you can find.



Pom pom floppy hat
from **Next** £20



Lavin, Paris Fashion Week. Getty Images



Son Jung Wan, New York Fashion Week. Getty Images

Return of the

ReBEL

It's time to dig your old Dr. Martin's out from the back of the wardrobe as this SS18, Punk is taking centre stage and it's back with a stylish vengeance

Originating in the 1970s, the Punk Movement became a way for individuals to challenge order and the establishment through donning spikey colorful hairstyles, frayed fishnets and the chunkiest pair of boots you could find. In the

height of the trend, mother of Punk, Vivienne Westwood was sparking controversy sending models down the globe's runways clad head to toe in plaid, studs and intimidating black leather.



Slim cat's eye sunglasses from Zara £15.99

With the current mood in fashion being one of powerful women, challenging authority and outspokenness, it only seems fitting to bring back the trend that started it all. Get ready to stock up on chokers, clashing prints and vintage band tees as punk prevails.

While designers such as Kenzo, Miu Miu and Alexander McQueen are indicating a strong punk influence in spring fashion, that doesn't necessarily



Irina Vitjaz, New York Fashion Week. Getty Images

SS18 lovers slogan tee from Miss Selfridge £18

Contrast stitch black denim skirt from New Look £19.99

Black cross tassel earrings from Simply Be £8



Black cutaway textured heels from River Island £44



Black and silver belt from Primark £5



Bronze metallic jeans from Simply Be £30



Red checked heeled sandals from New Look £25.99



Striped double-breasted blazer from Zara £79.99



Wolk Morais Collection. Getty Images



Choker from River Island £20

mean walking down the high street covered in safety pins and holey tights. Yes, punk is back but there's a new way to wear it.

The 2018 punk trend is all about subtle accents rather than full-blown transformations. Leave the pink Mohawks at home and think femininity meets edginess meets glam as a guideline when shopping this trend. Incorporate tough accessories into your everyday outfits or finish off looks with slicked back hair and a dark lip and ta-dah, you're nailing it!

The revival of this trend is all about breaking rigid rules that have crept back into fashion since the revolutionary Westwood era in the 70s through a celebrity copycat moment we all seem to be overwhelmed by. Forget what you've been told and start clashing prints, buying blazers three times too big and stealing your other half's checked flannel shirt. For the adventurous

humans among us, channel your inner punk rock ballerina as was showcased at SS18 Paris Fashion Week, by pairing outrageous ruffles and tulle tutus with leather and fishnet tops.

You only have to scroll through Instagram and clock the numerous posts of Kurt Cobain-esque white framed sunglasses and leather trousers to see how prevalent the punk trend is becoming. So let loose on the high street and join the rebellion! ■

For more from Lucy visit www.instagram.com/luceblogger



Clear plastic coat from **Primark** £25

Sequin embellished floral top from F&F at **Tesco** £20

Trousers from **Topshop** £55

Divided dress from **H&M** £19.99

CRYSTAL CLEAR

Whether you are lucky enough to attend Coachella, or you're seeking festival-wear inspo for a festival at home – this season opt for PVC, sheers and chiffons. Incorporate the trend into dresses and tops layered over a cute bralet or tank top. Complete the outfit with a plastic rain mac Mr Karl Lagerfeld would be proud of.



Pink raincoat from **Miss Selfridge** £39

Dark embroidered mesh maxi dress from **Dorothy Perkins** £55

Pink holo jacket from **TK Maxx** £19.99

Get kitted out Coachella-style with our what's what guide to this season's festival fashion

BY LUCY NORRIS

Festival



Street style at Coachella 2017. Getty Images

MUSIC TO OUR EARS

Every outfit needs the perfect accessories and this month it's all about going big or going home. Choose bold, bright oversized earrings to escalate your wardrobe to festival-worthy fashion.



Colourful Earrings from **M&S Collection** £15

Pink hoop long tassel earrings from **Accessorize** £7

Orange wrap ball bead embellished chandelier earrings from **New Look** £6.99



Envy from **Dune London** £99



Ochre frill hem trouser from **Miss Selfridge** £28

Ochre strappy scalloped vest from **Miss Selfridge** £22

Cream lemon print ruffle shorts from **Prettylittlething.com** £18

Striped top from Maison de Nimes at **House of Fraser** £45



Suede fringe jacket from **V by Very** £150



Street style at Coachella 2017. Getty Images



Red and white striped button front skirt from **New Look** £19.99

fierce

Coachella runs from 13-22 April 2018. For more from Lucy visit www.instagram.com/luceblogger



A BAG IDEA

Forget lugging round purses and cross-strapped bags. Apart from the absolute live saving qualities of having a bag clipped on around your waist, bum bags also look super stylish and are bang on trend for SS18.

Gold sequined bum bag from **New Look**
£12.99



Belt bag in yellow from **Zara** £15.99



Navy bum bag from **River Island** £18



Red Herring from **Debenhams** £29



Hat from **Topshop** £16



Red Palazzo from **Primark** £8



Nappa leather buckled sandals from **Uterqüe** £99

MAKE A SPLASH

Turn heads with shocking pinks, electric blues and cheerful yellows as you rock out at the main stage.



Formula urban shield skin defence mist from **M&S** £11.50



Purple water bottle from **Paperchase** £7



Insta glow from **Sunkissed** £4.99



Formula daily advanced facial cleansing wipes from **M&S** £4

SURVIVAL OF THE FITTEST

Though Coachella will be a blast, spending days in the scorching heat, sleeping on the floor may take its toll. Bring along these essentials to make your festival experience that little bit more glam. I promise, you'll thank us later!



A political stitch up

By Lucy Norris (@lucelogger)



Oprah Winfrey wears black to the Golden Globes. Getty Images



Kate Beckinsale wears black to the Golden Globes. Getty Images



The Vivienne Westwood Red Label show. Getty Images

With the controversial state of politics in this decade, celebrities aren't the only ones with powers to publically question authority. Fashion is allowing everyone to express opinions and cause a stir. We take a look at notable times clothing became the megaphone for political defiance.

The slogan tee is born

In the 1980s wearing your voice on your chest was a new phenomenon pioneered by Katharine Hamnett. Oversized t-shirts blaring bold statements acted as mouthpieces for the biggest political controversies of the time. Following her first design slogan 'Choose Life', Hamnett made headlines in 1984 after she waltzed into 10 Downing Street with '58% don't want pershing' plastered on her front to greet Margaret Thatcher. The revolutionary move was soon adopted by fashion friends Vivienne Westwood, with her 'I am not a terrorist' t-shirt, and Christopher Shannon with his 'Save Me' versions.

Chasing skirt

Within the same year as the Thatcher incident, fashion's agent provocateur John Paul Gaultier sent male models down the runway clad in tartan skirts and platform sneakers. A first for the era, the Paris show 'And God Created Man' didn't go down very well, with editors of many publications, such as Vogue, walking out in disgrace.

Nevertheless an iconic moment was captured on fashion's stage.

PETA bares all

I don't think there's a person living these days that hasn't seen the PETA anti-fur campaign in some shape or form. In 1994, the biggest supermodels of their time stripped down in support of 'We'd rather go naked than wear fur'. Naomi Campbell, Christy Turlington, Elle MacPherson and Cindy Crawford graced billboards everywhere as the faces saving our fluffly friends from becoming accessories.

“We'd rather go naked than wear fur”

The balaclava boycott

Perhaps one of the most powerful statements came in response to Russia's abuse of LGBTI human rights. Banding together the genius of fashion creatives Nick Knight, Gareth Pugh and Ruth Hogben, SHOWstudio produced a

series of short films 'Proud to Protest' featuring balaclava-clad fashion industry insiders. The films, in support of Amnesty International, were released for the opening of the 2014 Sochi Olympic Games and ended with the reveal of the silent protestors beneath the black balaclavas.

Vis for Vivienne

Pioneer of punk in styling, Vivienne Westwood has often been introduced as the master at honing fashion to be a medium for social observation. She proved as much during her SS15 'Red Label' show where every model on the runway sported a 'YES' badge in support of Scottish independence.

Protesting in Chanel No 15

Never one for subtlety, Karl Lagerfeld made his feelings on feminism known when he let his models loose down Boulevard Chanel for his SS15 Riot show. Cara Delevingne led the pack carrying signs and chanting empowerment mantras through megaphones.

“The Golden Globes threw out a sombre scene”

Black is the new gold

This year has not been without its stamp of fashion on political issues. The Golden Globes threw out a sombre scene with celebrities donning dark hues of black in support of the #MeToo and #TimesUp movement, nodding to the allegations of sexual harassment and the Harvey Weinstein scandal. This idea of visual solidarity in black dresses and suits was not the first of its kind and paid homage to the 1908 British suffragette rally where a sea of white clothing changed history for women everywhere. Wearing white, symbolizing purity, carried over in to women in politics and their supporters, as realised by Hillary Clinton and Katy Perry at the 2018 Grammys. ■



Khloe Kardashian unveils her PETA 'Fur? I'd Rather Go Naked' billboard. Getty Images

PODCAST

@WHATITSLIKEPOD

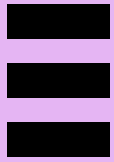
What It's Like... With Luce



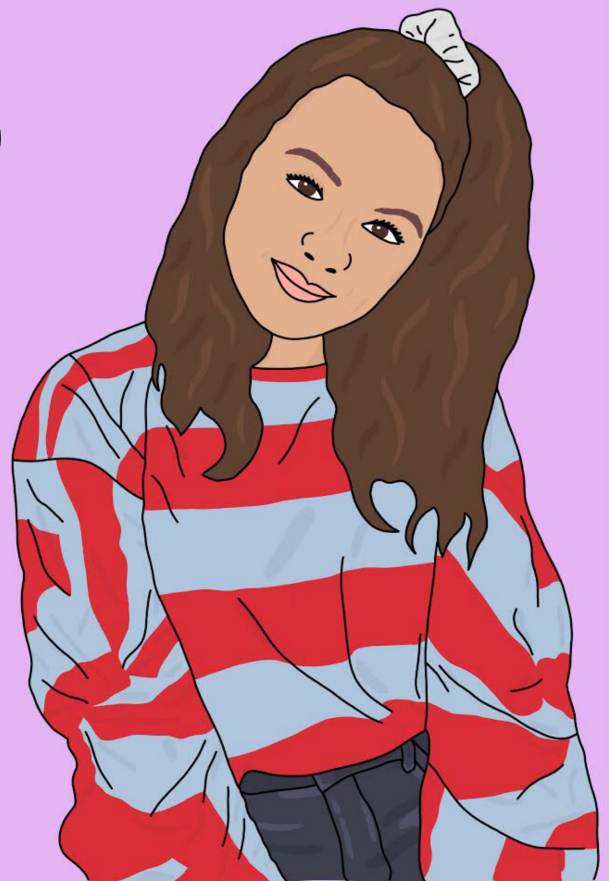
A PODCAST HIGHLIGHTING ORDINARY PEOPLE DOING EXTRAORDINARY THINGS



2020 Press Kit



WHAT IT'S LIKE... WITH LUCE



about the series

Dublin, Ireland

+353 83 068 0407

lucemediahouse@gmail.com

'What It's Like ... With Luce' is an interview style show highlighting ordinary people doing extraordinary things. Born out of a fascination with success stories and the mechanisms of the human mind, I am on a mission to pick the brains of those who felt the fear and did it anyway.

Since launching in January, there has been eight episodes released weekly, each following the career journeys of accomplished entrepreneurs.

A PODCAST HIGHLIGHTING ORDINARY PEOPLE DOING EXTRAORDINARY THINGS

Follow along on social media for BTS action and more inspiring insights @whatitslikepod.

Ranging from founders of popular Dublin food chains, to viral internet personalities, tech CEOs and wealth management moguls, the diversity of the interviewees are tied together by a common factor – success.

Going live across seven platforms every Monday morning at 7am, the podcast is hosted by Anchor.fm and presented by multimedia journalist, Lucy Carol Norris (@lucenorris).



A FILTERED LIFE

Journalism Project JN503

Lucy Norris



PIX	VO/IV
CU of reporter talking	So today we've come to the Isle of Sheppey to ... I've got hair in my mouth
Freeze frame of reporter	Instagram influencing
Screen recording of Instagram feed	isn't always as glamorous as it seems. Behind every little square you scroll past is one hundred outtakes, a professional photographer and a team of people monitoring analytics and following engagement trends.
Screen recording of Alex Serruys Instagram account	To the untrained eye, soaring to fame and drastic amounts of cash has never been easier with businesses spending an average of \$1.6
Zoe Elizabeth Palmer Youtube clips	billion USD on influencer advertising. Soaring to 800 million active users in 2017, the app is the advertisers' golden ticket to brand promotion but how easy is it to tap into and why is such a risky, indefinite strategy so appealing?
CUs of reporter travelling	Over the next three months I'm diving in and joining the cult of influencers making a living out of the social network. Starting at a measly 100 followers
Moving Instagram logo graphic	let's see how hard it really is to grow into a fully -fledged social celebrity and play with the business of Insta-influencing.
PTC at Sheerness on Sea beach steps	Instagram influencing has been on the rise for many years now. With the app being used more as a business venture rather than a social sharing site, I wanted to find out why businesses have become so interested in using people as marketing tools rather than traditional ad campaigns. To do this I plan to become an influencer myself. Now you need 10,000 followers in order to be able to charge people for their posts, so that's my goal number at the end of this project over a period of three months. How hard can it really

	be? We're about to find out.
CUs of reporter travelling through London	Before attempting to work my way into the online influencer market I headed to London to get some friendly advice from someone who knows the game pretty well. A fashion PA by day and Instagram influencer whenever she has a spare minute, Alex Serruys has an impressive 11.3 thousand followers
Screen recording of Alex Serruys Instagram account	and has many brand collaborations under her belt. I was hoping she'd share some insight into how to establish yourself in a such a saturated industry.
Interview: Alex Serruys	In words: 'so I started with like looking...' Out words: '...ready for that.'
CU of reporter on train platform	With research suggesting that 82 percent of retailers use influencer marketing, I figured the next step was to chat to a business owner.
Shots of airplane wing	Hoping on a plane home to Dublin, I was on my way to meet boutique owner Debbie Dettling. Placing all trust in the studied fact that Instagram is the platform with the most influence over shopping habits, she opened DD-2 Boutique last summer.
Interview: Debbie Dettling	In words: 'for me it's an incredible...' Out words: '...their soles on Instagram.'
CUs of reporter travelling on a train and on the platform	After picking Debbie's brain, it was time to head back to Kent. It was becoming clear that being an active influencer wasn't as easy as uploading a few selfies. In an attempt to revamp my account, I packed up my fancy new camera and headed to the beach.
Shot of Isle of Sheppey sign	I packed up my fancy new camera and headed to the beach.
Wide shot of beach photoshoot with pics overlaying footage	Music by Ben Traill
CU of reporter on train	Back in London again, my next meeting was with a company almost tailor made to fit the Instagram aesthetic.

	Candy Kittens was founded in 2012
Candy Kittens Youtube footage	by reality star Jamie Laing and Ed Williams. I was on my way to Argan Mews in Fulham to chat to digital marketing manager of the gourmet sweet brand, Max Maharajh about the consequences of a marketing plan centered round social influencers
CU of reporter walking in Fulham	of the gourmet sweet brand, Max Maharajh about the consequences of a marketing plan centered round social influencers.
Interview: Max Maharajh	In words: 'so yeah we had...' Out words: '...a wider group of them.'
CU OF reporter on tube	Taking in Max's thoughts on the way the industry is shifting towards seeking out new talent, the
CU of reporter at Pure London	next day I decided to drop into Pure London, a fashion tradeshow, where Cosmopolitan magazine's editor in chief was giving a talk. Farrah Storr emphasized the importance of being active on the app.
SOT: Farrah Storr	In words: 'Instagram has been...' Out words: '...where we spot talent.'
Shot out of landing airplane window with screen shots of Instagram pictures overlaying footage	Satisfied with what I was learning so far and with my own profile growing at a steady pace, it was time for my final trip to Ireland where my journey through the cogs of influencer marketing would end.
Shot of opposite train seat	But before I could gather my findings there were a few more people to meet. First stop was a quick trip to University College Cork
Wideshot of UCC campus and two girls	to talk to bloggers Cloda Scanlon and Ailbhe Woods about the difference between influencing and blogging.
Interview: Clóda Scanlon and Ailbhe Woods	In words: 'the blog definitely...' Out words: '... you should be following.'
CU reporter's face on a train	The relationship between brands and influencers is complicated. Earning trust from followers is the key to a successful influencing career and working with the
Shot of Luas tram approaching	right company to fit your online image is key. Back in Dublin, I met with micro influencer Zoe Elizabeth Palmer to see

	how she navigates collaborations.
Interview: Zoe Elizabeth Palmer	In words: 'there has been a few...' Out words: '...person is a blogger.'
Shot out of a moving train window	It's clear that marketing through people is a powerful tool but it doesn't come cheap. With the average cost per post being 300 US dollars, brands need to be prepared to fork out the cash if they want a piece of the Instagram lime light.
Wide shot of reporter walking on the street	Dee Alfaro managers influencers online and does some influencing herself.
Interview: Dee Alfaro	In words: 'when I first started of...' Out words: '...would probably be 200.'
Wide shot of reporter walking in art gallery	So it seems there's a lot more to the business of instagram influencing than meets the eye. After
Screen recording of reporter's Instagram account	three months of trying I only managed to gain 600 followers. Micro influencers are being sought out to refresh an over saturated industry as brands are getting
Screen recordings from interviewees' Instagram accounts	tired of the same faces over and over. Making it to the top of the influencer ladder is no easy ride but it sure does have its perks. The question now is how long will the ladder stay standing?
Rolling end credits	Music by Ben Traill