

R U N W A Y



AUTUMN
WINTER
2012

YOUR ESSENTIAL GUIDE TO THE NEW SEASON

creative
head

STARS OF

THE

FROM HAIR AND PHOTOGRAPHY, THROUGH TO MANICURES AND PRODUCTION, THERE ARE MANY ELEMENTS THAT COMPLETE THE STYLISH JIGSAW OF FASHION MONTH. WE'VE PICKED OUT THE NAMES THAT MADE THIS SEASON SUCH A SPECTACULAR

SEASON

WORDS CHARLOTTE SIMPSON

EUGENE SOULEIMAN

Eugene Souleiman is one of the hair industry's session greats. From Missoni to Stella McCartney, he travels the world's fashion cities creating acclaimed looks. For A/W12, Eugene worked on more than 30 shows

WHAT WILL BE YOUR EVERLASTING MEMORY FROM THE SEASON?

A song for sure! I Fink U Freeky by Die Antwoord, ironically Stella McCartney mixed it into her music for the show.

IS THERE ANYONE NEW YOU'D LIKE TO WORK WITH?

Tokyo and Australia are both places that I see bringing fresh energy to fashion week. I strive to work with talent that is inspiring in these parts of the world.

WHAT ARE THE BIGGEST CHANGES IN THE WORKING LIFE OF A SESSION STYLIST TODAY?

There are lots more magazines to work with. It seemed as though there were only about six when I started, now there are hundreds of

titles. The internet also offers another medium to create ideas and looks for. Fortunately for me, today's work has led to the merging of many aspects of artistry and I am blessed to be working with the most creative people in the business, from artists, to actors and musicians.

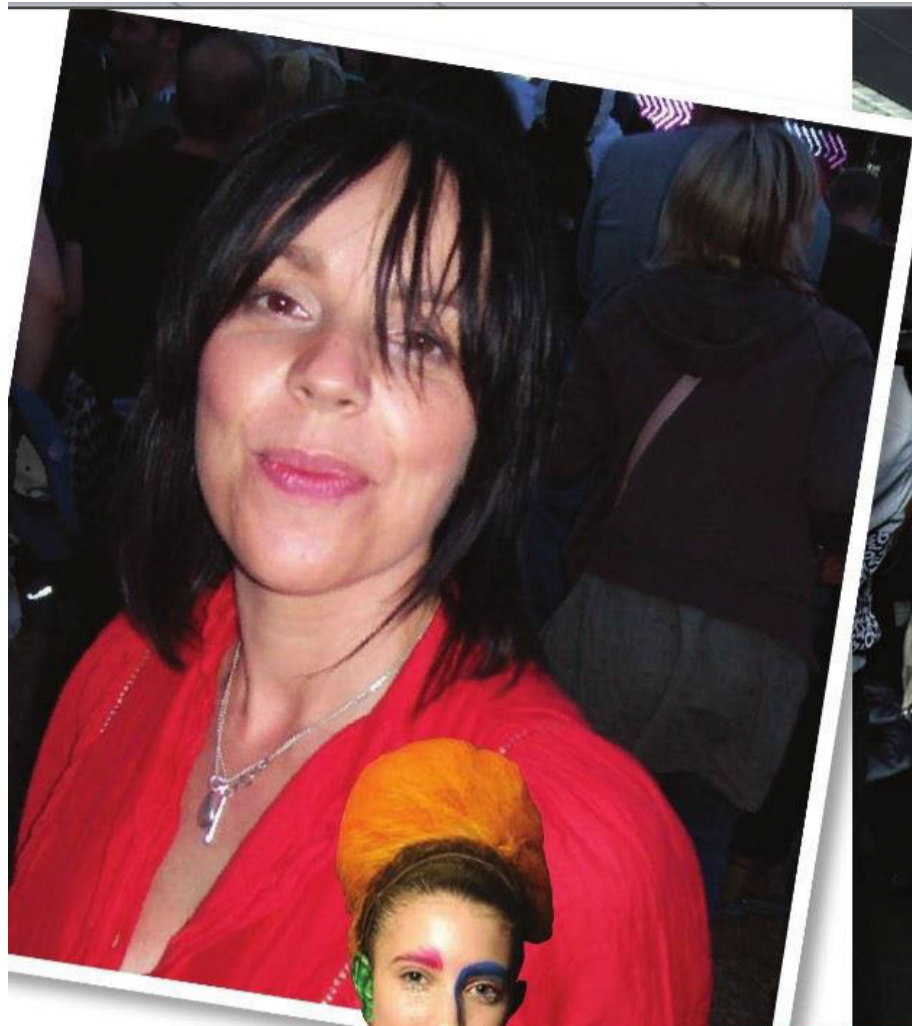
YOU'RE OUR STAR OF THE SEASON, WHO'S YOURS?

John Cale, former guitarist for The Velvet Underground – he was involved in the beginning of the punk movement. The band was also part of the Factory, a space created by Andy Warhol in '60s New York.

Backstage at Peter Som

Hair by Eugene at Hussein Chalayan

Hair by Eugene at Etro



VIKKI BURNS



Michael van der Ham



Meadham Kirchhoff

Vikki Burns is a choreographer, show caller and founder of creative agency Go To Show, which provided backstage teams for 19 shows at London Fashion Week, including Meadham Kirchhoff, Michael van der Ham and Topshop Unique

WHAT WILL BE YOUR EVERLASTING MEMORY FROM THE SEASON?

The video content that created the backdrop for Peter Pilotto's show. It married up beautifully with both the collection and the music. We let the video roll for about 30 seconds before we sent the first model out to really set the atmosphere.

WHAT DESIGNER WOULD YOU MOST LIKE TO WORK WITH?

Karl Lagerfeld on a Chanel show.

WHAT'S THE MOST SURREAL SITUATION YOU'VE BEEN IN FOR THE LOVE OF FASHION?

There have been many – the most recent was when rehearsing for the Meadham Kirchhoff show this season and suddenly hearing Mariah Carey's 'All I Want for Christmas Is You'

blast out as part of the mix! It was February.

WHAT ARE THE BIGGEST CHANGES IN THE WORKING LIFE OF A CHOREOGRAPHER TODAY?

The amount of time I sit at my laptop is quite alarming for such a physical job, however the internet has made researching ideas and music so much faster.

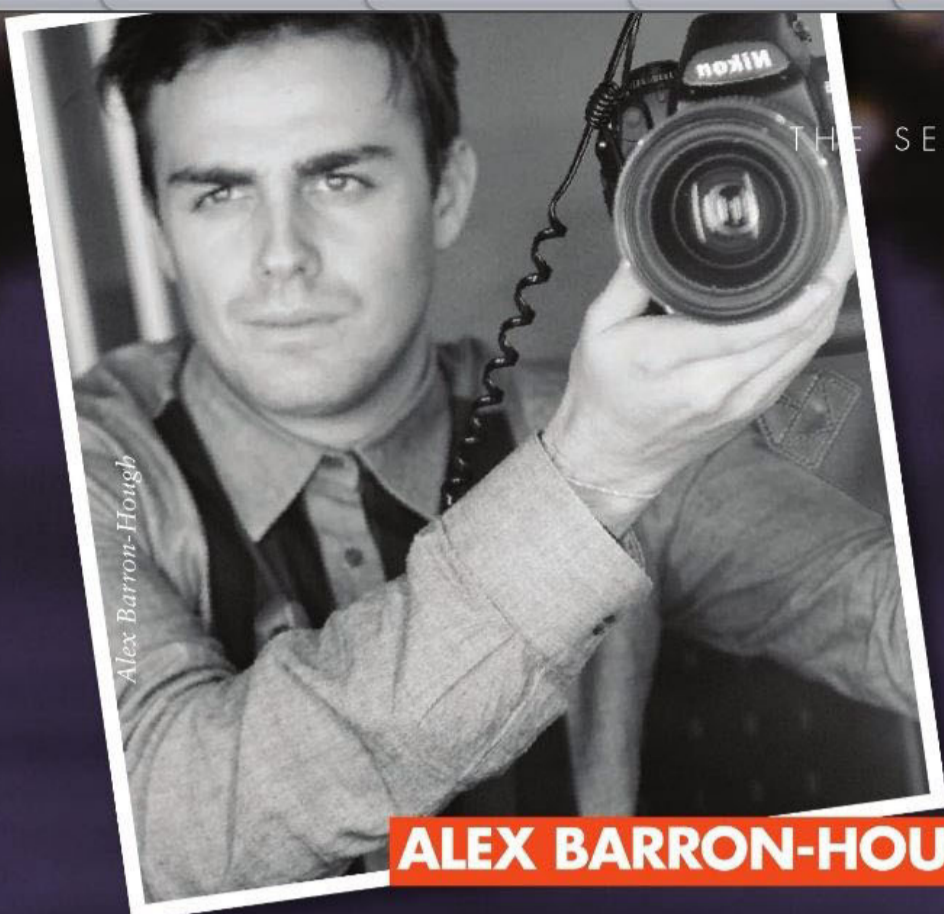
WHO SHOULD WE BE LOOKING TO FOR DANCE MOVES THIS SEASON?

I love the work of contemporary choreographer Hofesh Shechter, catch his work at Sadler's Wells Theatre.

YOU'RE OUR STAR OF THE SEASON, WHO'S YOURS?

Cozette McCreery, one of the designers of the new menswear label Sibling – she is one to watch!

Alex Barron-Hough



ALEX BARRON-HOUGH

You'll find photographer Alex nestled in the pit at the top of the runway, hankering for that perfect catwalk shot. For A/W12 Alex was camera-ready in all four fashion cities at shows including Christopher Kane and Kenzo – among many others

WHAT WILL BE YOUR EVERLASTING MEMORY FROM THE SEASON?

To be honest it was a blur, as is every season – it feels like you live in a time warp! It all seems so far removed from reality, especially when viewed through a lens. Life throughout the season is lived in a bubble of shows, parties and constant travelling.

WHAT'S THE MOST SURREAL SITUATION YOU'VE EVER BEEN IN FOR FASHION?

It's all surreal! However much I moan about it during the gruelling schedules I have to pinch myself and realise just how lucky I am.

IF YOU COULD SHOOT ANY SHOW, WHICH ONE WOULD IT BE?

I'm all about big production values, the idea of putting on a real show drives and excites me – so in terms of international fashion weeks it would have to be something like a Louis Vuitton show. Or for the

sheer size and mammoth scale of production it would be a Victoria's Secret show.

WHAT ARE THE BIGGEST CHALLENGES IN THE WORKING LIFE OF A RUNWAY PHOTOGRAPHER?

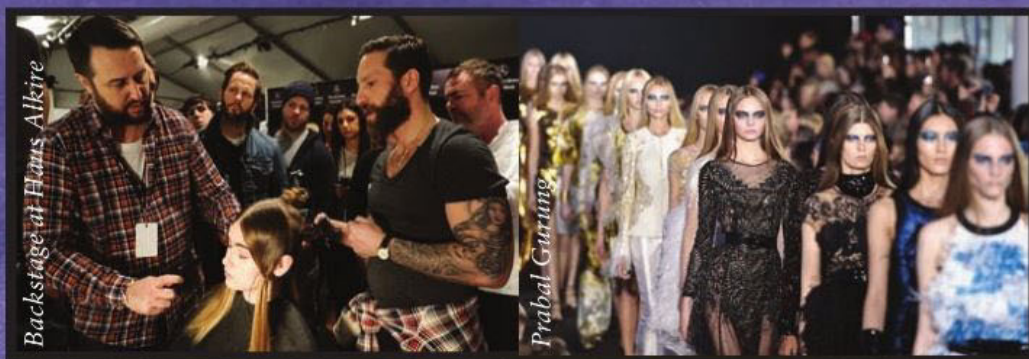
The timing, exhaustion, logistics, positions, stress and learning fast. It's a whirlwind, with lots of factors that all add up to achieving a good quality of images. In the pit, you could be competing against 50 to 100 other photographers and videographers. The hardest challenge is often controlling my emotions and focusing on the job in hand!

YOU'RE OUR STAR OF THE SEASON. WHO'S YOURS?

There are lots of unsung heroes who are the stars in the production teams – I admire people who attack their role head on. There is an army of people behind the scenes that often take no credit for an incredibly hard job.



Christopher Kane



Backstage at Hans Andire

Prabal Gurung

Marian Newman

MARIAN NEWMAN

Season after season, Marian is the go-to name for nail art. For A/W12 she created the raved-about sushi nails at Fred Butler, as well as tending to talons at Tom Ford, Giles and Louis Vuitton...

WHAT WILL BE YOUR EVERLASTING MEMORY FROM THE SEASON?

I think the drama of the Mugler show! It was a tough one to pull off and the nails received a massive amount of attention. Val Garland even said they were the best show nails she had ever seen!

WHAT'S THE MOST SURREAL SITUATION YOU'VE EVER BEEN IN FOR THE LOVE OF FASHION?

I worked on a very humbling shoot some years ago with Nick Knight involving severely disabled people. To have so many models that were minus arms and legs around was surreal and very grounding. I've worked on a set with a real live adult male lion! I was also at Alexander McQueen's last show when Lady Gaga's world launch of Bad Romance blasted through the speakers, which no one knew was coming (and crashed the live webcast!).

WHAT DESIGNER WOULD YOU MOST LIKE TO WORK WITH?

I believe I've worked with nearly all of the best, including 10 years working on the Dior campaigns

with John Galliano and many, many McQueen shoots and shows. There is no one on my wish list any more. I've just been very honoured.

WHAT ARE THE BIGGEST CHANGES IN THE WORKING LIFE OF A NAIL TECHNICIAN?

People expect us to be there now! When I started doing session work around '96, I would show up for a shoot or a show and get asked what I did. The answer 'nails' was met with incredulity. I have even been asked, "Are you sure?" Now it's a totally accepted job within the team.

IF WE'RE TO ROCK ANY NAIL LOOK THIS SEASON, WHAT SHOULD IT BE?

I'm rather fond of the 'ombre' look with shades of a colour blending across the nails.

YOU'RE OUR STAR OF THE SEASON, WHO'S YOURS?

I work with the best of the best so it's very difficult to choose just one! I've seen Guido create some stunning looks at many shows but he is always ready to step back with the hair if the 'look' calls for it.



Thierry Mugler

Fred Butler sushi nails

Charlie Le Mindu

David Koma