

July 10 2016

Maria Grazia Chiuri becomes the first woman at the helm of Dior in its 69- year history



Maria Grazia Chiuri was named the new creative director of Christian Dior last week, making her the fashion house's first female creative director in its almost seven-decade history. The role will be Chiuri's first solo appointment having previously worked alongside Pierpaolo Piccioli as co-creative director of Valentino for the past twenty years. Piccioli will remain at Valentino as creative director.

Chiuri will design both haute couture and ready-to-wear collections for Dior and will show her first ready-to-wear offering on September 30th in Paris, according to a Dior spokesperson. The announcement that Chiuri will take on the creative director role comes after months of speculation following her predecessor, Raf Simons, departure from Dior in October last year.

"I measure the tremendous responsibility of being the first woman in charge of a house so deeply rooted in the pure expression of femininity," Chiuri said. "I cannot wait to express my own vision." Chiuri will become the seventh person to lead the creative direction of Dior following in the footsteps of Yves Saint Laurent, Gianfranco Ferre and John Galliano.



Chiuri and her former colleague Piccioli were credited with rejuvenating the global sales of Valentino, making it one of the most profitable luxury brands in the world today. Another notable contribution of Chiuri's was the Valentino "Rock Stud" shoe. The ever-omnipresent shoe became a permanent fixture on celebrities and the who's who of society. The design has become so recognisable it is now synonymous with the Valentino aesthetic. What Chiuri decides to do at Dior will be even more interesting. The brand has experienced lower-than- usual sales in recent times and has experienced a period of uncertainty while the creative direction of the company was left unmanned.

June 26 2016

A\$AP Rocky's newest fashion win sees him as one of the new faces of Dior Homme



A\$AP Rocky is making waves in the fashion industry yet again. Last week Dior Homme released its 2016 fall campaign, simultaneously announcing A\$AP Rocky as one of the brand's newest faces. Filmmaker and photographer Larry Clark, model Dylan Riques and actor Rod Paradot also feature in the campaign that was shot by Belgium-born photographer Willy Vanderperre.

According to Dior Homme, the rapper symbolises “the empowered masculinity of today’s urban dandy.” Rocky himself is of course no stranger to fashion, in 2013 he released the single “Fashion Killa” which even featured the line “I adore your Dior.”

At the time of “Fashion Killa’s” release, Rocky was emerging as a new breed of hip hop artist. One which was as enamoured with the fashion world as they were with music. Dior Homme agree saying, “his dedication to fashion emanates through each image as he embodies the empowered masculinity of today’s urban aesthete.”



Rocky’s latest collaboration with Dior follows a string of other fashion engagements for the rapper, who recently announced he would be working with JW Anderson to create a capsule collection inspired by A\$AP’s own style aesthetic. A\$AP has also appeared in campaigns for Guess Originals, Alexander Wang, DKNY and Ferragamo.

By next month the campaign shots will make their way into magazines including Australian and South Korean GQ and Elle Men China.

March 28 2016

Body Positive Advertisement featuring Ashley Graham Banned by Major US Television Networks

Ashley Graham is a name that is becoming ever-more synonymous with pushing the boundaries of the modelling industry, recently becoming the first 'plus-size' model to grace the cover of Sports Illustrated.



However, it seems not everyone is ready for her greatness. This week it was alleged that a lingerie advert for company Lane Bryant, featuring Graham and several other women considered to be 'plus-size', was rejected from being aired by two United States TV networks. The advertisement features Graham and other models posing nude, in their underwear and kickboxing. A model is also shown breastfeeding.

However, the most important facet of the commercial is that Graham and other 'plus-sized' models are seen voicing positive affirmations about their bodies- a powerful message for all women of any size.



Rumours are rife that the advert was rejected because of the size of the models as opposed to scenes showing nudity as the same channels who rejected the advert also air Victoria's Secret commercials.

It has been reported that a representative for one of the channels which rejected the advert said they had asked Lane Bryant to make "minor edits" to the advert as "part of the normal advertising standards process". They disputed the idea that the advert was ever 'rejected' and said that they would "welcome the updated creative."

However, a Lane Bryant representative told People magazine in the US: "The THIS BODY campaign was meant to be a fun way for us to celebrate and honour women of all shapes and sizes. What is too much for some does not hold true for others. All women should be celebrated and feel empowered to express themselves as they see fit. We want her to know she can attract as much media attention, look just as striking as any woman, and decide what beautiful means to her."

Earlier in the week Graham told Refinery 29 that she believes her body is intended to "start a revolution." 'I realised I could use my career as a model to create change and disrupt the fashion industry, so I started calling myself a 'body activist' to help redefine society's definitions of beauty.'

You can watch a portion of the THIS BODY campaign [here](#)

June 5 2016

Queen Elizabeth II graces the cover of Vanity Fair



In honour of Queen Elizabeth II's 90th birthday, Vanity Fair produced an exclusive series of portraits of the monarch herself- the longest-reigning queen regnant in history. Perched on a rug with her most prized possession (her corgi's of course) the queen looked regal as ever posing in front of a rose bush at her home, Windsor Castle.

The image was taken by celebrity photographer Annie Leibovitz earlier this year, with Leibovitz telling Vanity Fair the Queen "wanted to be photographed with her grandchildren and great-grandchildren; her husband, Prince Philip, the Duke of Edinburgh; her daughter, Anne, the Princess Royal; and her corgis."

"I was told how relaxed she was at Windsor, and it was really true. You get the sense of how at peace she was with herself, and very much enthralled with her family" she added.

The images are accompanied by various narratives about the Queens life including thoughts from royal biographer William Shawcross. One of the most charming submissions is entitled '*The Inside History of Queen Elizabeth's Eight-Decade Corgi Dynasty*' by Vanity Fair contributor Michael Joseph Cross.

The story tells of how Queen Elizabeth has in fact had corgi's in her life longer than she has her husband (more than 69 years). Corgis have endured at least three generations of British royalty even though it appears the youngest members of the monarchy are yet to inherit Elizabeths love for the breed.



The Queen has faced public scrutiny in the past for her fierce desire to keep her life private. However, despite the many trials and tribulations of Queen Elizabeth II's 90 years, including the very public death of her daughter-in-law, Diana, Princess of Wales, support for the British monarchy and her individual popularity remains.

The summer issue of Vanity Fair will be on stands this week.

April 10 2016

Anthony Vaccarello is named as new creative director of Saint Laurent



Last week it was announced that Hedi Slimane was to leave his position at the helm of Saint Laurent. His successor was this week named as Belgian native Anthony Vaccarello.

Kering SA, the parent company of Saint Laurent, issued a statement on the fourth of April

announcing Vaccarello's appointment. The new creative director is set to show his first collection under his new position in October as part of Saint Laurent's Spring 2017 offerings according to the statement.

Vaccarello has been the creative director of his eponymous brand since 2009. However, his line will be put on hold while he focuses on his first Saint Laurent collection. Prior to starting his own line, Vaccarello spent two years under Karl Lagerfeld at Fendi, following a stint at Versus Versace where he started as a consultant designer, moving his way up to creative director by 2014.

The Belgian-born designer found notoriety throughout his career for his sleek, rock-chic aesthetic. His ability to effortlessly mesh the sophisticated with the grunge is what seems to have paved the way him nabbing the top spot at Saint Laurent. François-Henri Pinault, CEO of Kering SA, called Vaccarello a "vivid, young force who will continue to build on the brand's solid foundation" and help it "realise its full potential."

Vaccarello is likely to also bring a significant fan base with him. Along with enduring loyalty to his eponymous brand, Vaccarello garnered a large fanbase while working alongside Donatella Versace at Versus Versace. His celebrity fans include Gwyneth Paltrow, Jennifer Lopez, Alessandra Ambrosio and Miley Cyrus.

Following the announcement Vaccarello made a statement in which he said he was "extremely grateful for the opportunity to contribute to the history of this extraordinary house," and went on to say founder, Yves Saint Laurent, was "a legendary figure for his creativity, style and audacity."

Now it seems we wait in anticipation for October 2017 as the evolution of Saint Laurent continues. Anthony Vaccarello is sure to deliver an unmissable collection- whether he continues on to leave his mark as Hedi Slimane has, is yet to be known.