

The Thread.

SOCIAL MEDIA
VS.
THE RUNWAY

FASHION
BEHIND
THE LENSE

TREND
INFLUENCER
GIGI HADID



MAY ISSUE

LETTER FROM THE EDITOR

The Thread. Magazine was inspired by my love for street style and how influential it is to the fashion industry in today's world. Each part of this magazine touches on a different aspect of street style from a different point of view. From behind the photographers lense, through the eyes of a supermodel and trend influencer to social media's domination of the industry to the top trends seen throughout the country, The Thread. covers it all.

xoxo

Kaley

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GiGi
TOMMY HILFIGER
Hadid

STYLE DU MONDE

STYLE DU MONDE'S VERSION OF STREET FASHION PHOTOGRAPHY

A street style photographer's office is the winding blocks of Paris, Milan, London and New York. Everyone wants their photos taken from a well-known photographer in the hopes to appear in Vogue or that photographer's Instagram. As society has become more centered around technology and social media, photography has expanded significantly.

Acielle is the brilliant mind behind the lense of Style Du Monde and her inspiration for the art developed at a young age.

Her photography career started as a hobby in her hometown of Antwerp, Belgium. She read an article in a magazine about Face Hunter and was inspired. "That's such an

interesting idea, and the people in Antwerp would be great for street style," Acielle told Glamour in 2016. Her once-a-week hobby turned into an every-day passion project which turned into a full-blown career.

Acielle always has had a love for clothing and style. She learned to cut and sew and even make her own clothes as a young girl. She even "deconstructed her mother's dresses, skirts, jackets, anything she could find and make new pieces out of," Acielle told Vogue in 2017. It wasn't only fashion that caught her eye in her youth, she would "watch her father take pictures and develop them by hand. Photography always fascinated her." Acielle kept those two passions at bay through college as she graduated and moved into

the world of finance. She never gave up on her dream of having a career capturing the world of fashion through her lense.

Starting out, she had difficulty approaching people on the street to explain her passion and take their photos. But once things began to pick up for Style Du Monde, Acielle travelled to Paris in 2008 for her first chance at a major Fashion Week. "It was more people, more looks, more excitement," she says to Glamour in 2016. "I've been growing since then, and now I shoot in the four major cities: New York, London, Paris, Milan."

To keep up with the hustle and bustle of the fashion world, Acielle travels a minimum of 15 times a



STYLE
DU
MONDE



year to photograph on the boulevards of New York, London, Milan, Paris, Florence, Berlin, Copenhagen, Stockholm, Kiev, Moscow, Almaty and Tbilisi. During the fashion weeks in these respective cities, Acielle works to capture every look that inspires her typically from 9 a.m. until sunset, saving the photo editing for the evening hours.

Style Du Monde definitely has a distinct vibe, Acielle told Stylecaster in 2017 that her aesthetic consisted of "editorial style full body look, clear backgrounds and a certain feel of movement."

Acielle focuses on capturing a certain type of look and a few favorite street style stars she loves to photograph. "I love to shoot people who are fun and playful in front of the camera: Anna Dello Russo, Chiara Ferragni, Michelle Elie, Ming Xi, Eva Chen, just to name a few ... In general, I only shoot people whose style I like for Style Du Monde," she tells Stylecaster in 2017.

"Be ready to work hard. I totally love what I'm doing. I didn't start shooting street style for money for fame. I just wanted to be there in the middle of it to satisfy my hunger for

inspiring outfits and beautiful combinations and share my impressions with the world," Acielle shared with Vogue in 2017. She still stands by these words today, even as she has become much more well known.

While taking the trendiest pictures of streetwear, many wonder what the photographers wear behind the camera. Acielle gave Vogue an insight on this in 2017, "The first thing you learn as a street style photographer is to lose the high heels. Also, a big mistake is going to Fashion Week with new shoes that you haven't tried properly. Beware of blisters! Now, it's sneakers, sneakers, sneakers! I have different pairs of Nikes, Adidas, and Converse."

Feet comfort isn't the only thing to consider during fashion week. "You always need to dress according to the weather as you will be outside all day. It's usually a combination of streetwear and designer pieces.

Due to the nature of the job, I rarely wear skirts. Sometimes, I want to add a more feminine element like a Chalayan corset or a maxi skirt," Acielle told Vogue in 2017. To keep warm, Acielle has an avid love for jackets, "I have a nice collection of bombers from Haider Acker-

mann, Junya Watanabe, Walter Van Beirendonck, but also a few classic Alpha Industries MA-1s" that she loves to wear while photographing.

As for handbags, Acielle insists they are not very practical as it's necessary to have your hands free to photograph. "These days, I go for something like a Prada belt bag. Okay, sometimes I cannot help myself, and I will carry around a vintage Dior or Fendi purse," she told Vogue in 2017.

Combining high fashion and basic essential items, Acielle is always prepared for a long day on the road snapping away as the stars strut their way to the runway shows.

Running and managing Style Du Monde is not as simple as taking photos on the street and editing them, it's operating an entire business by yourself. "Being a street style photographer is more than just taking beautiful pictures. You are also photo editor, social media manager, brand researcher, marketing and relationship manager, salesperson, web designer, site administrator, news and trend hunter, eager learner, accountant and above all a passionate lover of everything that involves fashion and photography," Acielle shared with Stylecaster in 2017. Acielle's passion and love for fashion and photography is clear through Style Du Monde and its success.

STYLE AROUND THE COUNTRY

HOW TRENDS DIFFER BY CITY.

NEW YORK

"EDGIER, MORE MINIMAL STYLE"



CROPPED DENIM

As seen on Victoria's Secret Model Devon Windsor.

RETRO SUNGLASSES

As seen on Danielle Bernstein from @weworewhat.

STRAPPY STILETTOS

As seen on Olivia Jeanette from @oliviajeanette_.

CHICAGO

"THE BALANCE OF STYLISH AND PRACTICAL"



SKINNY JEANS

As seen on Meghan Wainwright from @theblondeinpink.

WHITE SUNGLASSES

As seen on Ceta Walters from @clarkandstone.

CLASSIC STILETTOS

As seen on Jena Gambaccini from @chicityfashion.

MIAMI

"BOLD, COLORFUL, RISKY AND SEXY"



DENIM SKIRTS

As seen on Stephanie Hill from @thestylebungalow.

BOLD SUNGLASSES

As seen on Danie Gomez from @journeyofabraid.

FLASHY STILETTOS

As seen on Kelly Saks from @kellysaks.

LOS ANGELES

"RELAXED AND BOHEMIAN"



BOYFRIEND JEANS

Yara Shahidi arriving at the Los Angeles premiere of "Spider-Man: Homecoming."

CAT EYE SUNNIES

As seen on Lauryn Evarts Bosstick from @theskinnyconfidential.

RED BOOTIES

As seen on Olivia Culpo from @oliviaculpo.

GIGI THE TREND INFLUENCER

SUPERMODEL GIGI HADID AND HER STYLIST MIMI CUTTRELL HAVE INFLUENCED INDUSTRY TRENDS

by Kaley Surman

Always known as the fashion forward friend growing up, Mimi Cuttrell (right) discovered her passion for styling during her college years. At that time, it was common to style actresses but Cuttrell was inspired to make it more mainstream for models.

She set out on this mission and assisted different celebrity stylists for four years to learn the industry. At twenty-five, she connected with her first client through her network, Nadine Leopold. The Austrian model is now walking on the Victoria's Secret Runway. She also knew Gigi Hadid (left) through some family friends back home in Santa Barbara and they knew of each other as they used to both play volleyball. Gigi is one client of Cuttrell's who never fails to make a fashion statement.

Mimi Cuttrell now styles supermodels such as Gigi Hadid, Kaia Gerber and Bella Hadid for both the red carpet and street style. Gigi Hadid is dressed and styled anytime she will be photographed by the paparazzi, which is typically almost every day. As Gigi already knows the ins and outs of fashion, Cuttrell works with Gigi to push her to try pieces she normally would not try. Gigi and Cuttrell work collaboratively to create the best looks possible, it really is #styledbymigi. Being such a well-known supermodel, Gigi has influenced trends and worn a lot of up-and-coming designers often before they make it big.

"We steer away from the trends and try to make [them ourselves instead]," Cuttrell tells Glamour. They're goal is to do the opposite of what everyone else is doing, to forge their own style path.

Street styling and red-carpet styling is totally different. Cuttrell tells W Magazine: "I would say my red-carpet styling is a bit more feminine, enchanting, and that it has a story behind it. I've always had a weakness for jewelry and I find it exciting to create dramatic statements with what jewelry is selected. I'm lucky to work closely with Lorraine Schwartz and Jacquie Aiche who have both helped me create amazing moments



that I'll never forget on the red carpet. My street style styling is more relaxed and wearable on an everyday basis. It changes with what my client is feeling that day. I honestly enjoy both methods of styling so much I get excited every time I see it all come together."

Mimi Cuttrell is now 26 years old and lives in New York City. She is always looking to connect with new up-and-coming designers and is on the prowl for well-made clothing as that is really the most crucial element in styling. Mimi has a passion to change the fashion industry and she works towards that goal each day with her celebrity clientele.

Cuttrell and Hadid have been able to work together so well because they both like to take chances and be a little unpredictable, Cuttrell told Who What Wear. Hadid wore the pale blue look last October before monochrome looks or pastel colors were in style. Months later, pastels and monochromatic style were seen on the runways and soon after seen in fast fashion.

Another now on-trend item in her pale blue set is the pant style, paper bag pants. The high waisted style especially in pastel colors is seen everywhere this spring season.



@mimicuttrell instagram

DRESS LIKE GIGI STYLED BY MIMI

Each piece of the outfit seen on Gigi Hadid is available to purchase. Scan the QR code for direct links and more information on each item. The pale blue pastel set is a Sally LaPointe Blue Lightweight Asymmetrical Sweater and Sally LaPointe Silk Paperbag Pants. The timeless purse is a Stalvey Top Handle Mini Alligator Bag in Patent White. Gigi paired the outfit with Stuart Weitzman Clingy Boots in Snow White and the Last Lolita sunglasses from Le Specs x Adam Selman in Crystal Grey.



SOCIAL MEDIA INFLUENCERS VS. RUNWAY FASHION

SOCIAL MEDIA INFLUENCERS HAVE CHANGED THE TRADITIONAL WORLD OF FASHION.

The fashion industry has recently had to adjust to the new world of social media influencers and fast fashion, forcing designers to rethink how to showcase their new collections to the world in the most effective way.

The general public now relies more on social media influencers opinions of what is in style than what's actually on the runway. Instagram bloggers opinions create such an impact in how customers shop that major retailers have started collaborating with the bloggers to sell their clothing.

There are even shoppable applications that allow consumers to purchase the exact outfit the Instagram blogger is wearing, like LIKEtoKNOW.it, rewardStyle and ShopStyle. Some of these bloggers have even created their own collections such as Julie Sariana of Sincerely Jules and Arielle Charnas of Something Navy.

The coverage during Fashion Week now highlights rising influencers, which has increased visibility for fashion photographers and models as everyone

is now looking to those strutting the streets for what's in style.

Some well-known social media influencers have even been asked to walk the catwalk for some brands to reach their Instagram audience. For example, Arielle Charnas of Something Navy and Shea Marie of Peace Love Shea walked Rebecca Minkoff's show during this year's New York Fashion Week.

Now, influencers populate the front row of these runways shows with the celebrities, socialites and editors. But inviting these social media stars isn't quite as simple as expected. For the powerhouse influencers, there is often a full contract and in-depth agreements with details on when to arrive, what pieces to wear from the designer and who to take photos with before and after the show. Even car services, hair and makeup services, hotel stays and restaurant stops are taken care of for the influencer. Street style photographers are typically alerted if certain influencers are attending a show to ensure they are photographed wearing the

designer's new collection.

Once the influencers are comfortable in their front row seats, they whip out their phones and show off the designers new collection to their followers. The influencers are encouraged to tag the designer and use the show's hashtag to invite their audience to follow the designer.

Sometimes it can be more impactful to dress influencers between shows than at a show. If a powerhouse influencer is photographed wearing this season's Dior shoes or the new Gucci bag, those products often fly off the shelf.

Due to the power of social media, many luxury designers have taken different approaches to showcasing their new lines. Kanye West, founder and designer for Yeezy showcased his Season 6 collection through his wife, Kim Kardashian's Instagram. The photos imitated paparazzi photos of Kim K interpreted by other celebrities. The collection spread like wild fire with everyone wanting a piece of the new Yeezy collection.

Tommy Hilfiger has collaborated with supermodel Gigi Hadid for the past few seasons and show-



cased the line's fourth and final collection with the model at Milan Fashion Week. These shows have quickly rose to the top of the fashion week schedule and the collections have completely sold out. Gigi Hadid provides a millennial twist to Hilfiger's classic designs and reaches that coveted millennial audience.

Alexander Wang presented his final show in September and according to Vogue, is moving to debut his new collection on the June and December schedule lining with seasonal buying habits of shoppers.

Diane von Furstenberg showed

its collection at its headquarters through a series of showroom appointments.

A typical runway show can cost upwards of \$60,000-\$100,000 and the clothes seen on the runway typically won't be available for months. These alternative options are significantly cheaper and some are utilizing a new strategy, see-now buy-now, which allows the styles from the new collection to be sold immediately. However, according to the New York Times, this strategy has only worked for a few designers. For example, Tom Ford tried this strategy but stopped after just one season.

Even with all the different routes designers are taking, New York Fashion Week brings in almost \$900 million, according to WWD. \$547 million comes from visitor spending which is hotel stays, restaurant meals and cab rides creating a huge impact across the city of New York.

Diane von Furstenberg, chair of the Council of Fashion Designers of America stays optimistic: "This is a changing world for fashion as it is for all industries, so we designers are not only designing clothes any more, we also are designing new business models for the future," according to WWD.

FROM THE RUNWAY TO THE STREET

TOP FIVE ACCESSORIES FOR FALL 2018

1. BELT BAGS

Once a forbidden accessory used only by tourists, the belt bag is back. Jumping on the “fanny pack” trend, brands everywhere are creating belt bags and necklace pouchettes for the men and women on the go. From Marc Jacobs to Givenchy to JW Anderson to Versace, all the designers put their own twist on the trend.



2. COWBOY BOOTS

Western boots are back and are the must-have boot for fall. Breaking away from the typical brown leather cowboy boot, this season the shoe is seen in all a variety of bright colors. The boot was seen all across the runway for men and women from white heeled boots by Fendi to red and white flaming booties by Each x Other to red embellished heels by Dolce & Gabbana everyone is jumping on this trend this season.



3. ANIMAL PRINT SHOES

Move over statement bags, statement animal-print shoes are here. This season the runways were full of leopard and zebra boots and pumps. Some came in exotic colors and embellishments while others are more toned down with a square toe or pony-hair zebra print.



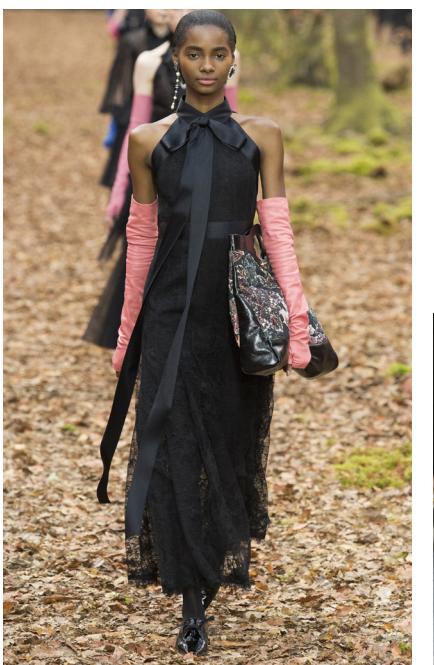
4. SILK SCARVES

Scarves don't necessarily need to be worn around your neck. This season, a ready-to-wear trend seen all over the runway is the silk scarf. Designers like Off-White, Marine Serre and Tory Burch have found a variety of creative ways to wear your silk scarf, using them as bag straps, purse accessories, an ankle strap and even a hair accessory.



5. GLOVES

This season designers are prioritizing fashion over iPhones with globes that extend to the elbow coming in bright colors from all over the rainbow. Chanel found a solution to those who must be glued to their phone with bright pink evening style globes with the fingers and thumb cut off.



Christian
Louboutin

