

THE ALTERNATIVE EUROPEAN STYLE DIRECTORY

FASHION IS ALWAYS ON THE MOVE. AS THE SHOWS START, WE STEP OFF THE CATWALK AND GO IN SEARCH OF THE UNEXPECTED TRENDS AND TRENDSETTERS. FROM BLING IN BAKU TO SCANDI-CHIC, FROM BURBERRY'S MAGIC WALLS TO ADIDAS'S VIRTUAL SHELVES, THESE ARE THE FASHION STORIES THAT REDEFINE EURO STYLE

REPORTS BY HARRIET WALKER,
JULIA NEEL, MARCUS JAYE AND IANTHE BUTT

THE LEFTFIELD FASHION CAPITALS



WARSAW

As a style hub, Warsaw's star is on the rise. The architecture may not get a glowing mention on style blogs, but the city's independent designers, concept stores and avant-garde boutiques are breathing fresh air into the thriving scene. There are plenty of malls, but it's in the back streets that the real fashion treasures await. Mokotowska and Koszykowa streets are home to more unusual finds such as Blind, La Sal Gallery and newly opened Mysia 3, as well as boutiques belonging to

Polish designers including Maciej Zien, Ania Kuczynska and Bohoboco.

SHOP

La Sal Gallery (lasalgallery.com) is that rare coming together of contemporary jewellery and salt. Pick up American black truffle sea salt and a ring from Polish jewellery brand Westermark in the same transaction. Blind (Mokotowska 63) stocks Dutch label Zoe Karssen, Polish jewellery designer Karina Królak, boots by Zdar, Malene Birger and D Efect.

STAY

Hotel Rialto (rialto.pl) is the city's original boutique hotel. Built in 2001, the hotel is an ode to Art Deco style and features mainly antique furniture, lovingly sourced from European auctions. British Airways flies to Warsaw. Visit ba.com.





BAKU

Even before the Eurovision Song Contest was held in the Azerbaijani capital in May last year, there was a buzz around Baku. The opening of a new restaurant in London's Knightsbridge and the international launch of an arts magazine – both called Baku – cemented this. Perched on the oil-rich shores of the Caucasus, Baku's medieval Old Town is surrounded by a newer city, which sprung up after the first commercial oil well was drilled in 1846. And so it has continued. The beautiful people shop on Neftchiler Avenue, where Tom Ford, Burberry, Celine, Versace, Dolce & Gabbana and Dior all have stores. On Aziz Aliyev Street, Bulgari

and Tiffany provide the bling, while the Deutsche Apotheke is a pharmacy that you'll never forget, and Amazon stocks some seriously stylish lingerie from the likes of La Perla and Nina Ricci. A coterie of impossibly polished VIP bars and restaurants have set up shop, including Chinar and Sahil, catering to the culinary whims of the glossy posse.

SHOP

Pick up designer threads from Stella McCartney, Diane von Furstenberg and Balmain at one of ultra-chic Emporium's three branches on Z Tagiyev Street, Neftchiler Avenue or A Yildirim Street (emporium.az). Find antique carpets and local crafts in the Old Town.

STAY

When Leyla Aliyeva, editor-in-chief of *Baku* and daughter of the president, threw a party to celebrate the mag's fifth anniversary, she did it at the new Four Seasons (fourseasons.com/baku). Or try the opulent new Fairmont Baku (fairmont.com/baku). British Airways flies to Baku. Visit ba.com.

Explorations / Fashion directory

Clockwise from below

The homewares store Svenskt Tenn; Stockholm, where Scandi-chic is all around; central Warsaw; and the city's La Sal Gallery, which offers gourmet sea salt alongside contemporary Polish jewellery; Chinar, one of Baku's polished new eateries; the Azerbaijani capital is attracting the glossy posse



STOCKHOLM

Stockholm is the capital of Scandi cool and, as home to a host of hip designer labels, it's a magnet for style hunters with an eye for unique finds. Södermalm is to Stockholm what Williamsburg is to New York – a hipster haven of edgy shops, vintage boutiques, contemporary art galleries and offbeat eateries, and home to Swedish brands Acne, Monki, Weekday and V Ave Shoe Repair. Urban Deli recently won 'Best Innovator' at the Swedish Restaurant Awards, and it's a favourite with the Acne design team when they're having fika (coffee and a cinnamon bun). Seek out Svenskt Tenn for cool, exclusive interiors. On the

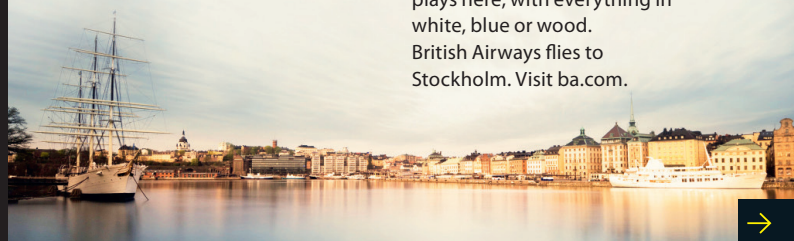
other side of the shopping scale is Östermalm, where Sweden's established top-end designers sit side-by-side with international brands and the intriguing Saluhall food market.

SHOP

Head to Whyred (whyred.se) for pared-back, androgynous pieces for men and women; stock up on Acne's cult denim (acnestudios.com); HOPE (hope-sthlm.com) is all about classics in a minimal palette; and Svenskt Tenn (svensktenn.se) offers hard-to-resist homewares.

STAY

The Hotel J (hotelj.com) is only a 15-minute ferry ride from the city's retail treasures. It was inspired by a type of racing yacht and the town of Newport, Rhode Island, so the nautical theme plays here, with everything in white, blue or wood. British Airways flies to Stockholm. Visit ba.com.





THE ENTREPRENEUR

SASHA WILKINS

AKA LIBERTYLONDONGIRL

NATIONALITY

BRITISH

DEDICATED FOLLOWERS

74,885 TWITTER FOLLOWERS

8,010 FACEBOOK LIKES

LOGGED ON

EARLY 2007

Who? First came the blog (written anonymously for the first few years), then the mini-media empire, LLG Media, including a digital strategy company. Wilkins never expected the blog to be so successful. 'It started as a diary to keep my friends updated while I travelled as a stylist.' Now Wilkins is a journalist, editor and broadcaster and the blog has expanded beyond fashion to include travel, food and books.

Sphere of influence? Bonafide style icon, Wilkins has fronted advertising campaigns for Hunter and Diesel, been named as one of the 1,000 most influential Londoners 2012, reaches 500,000 people monthly and receives 2,500 emails from readers every week. @LibertyLndnGirl, libertylondongirl.com

THE MOST INFLUENTIAL PEOPLE IN EUROPEAN FASHION RIGHT NOW?

MOVE OVER ANNA WINTOUR, IT'S THE DIGITAL FASHION PACK THAT DOMINATES THE FRONT ROWS, AND RACKS UP HITS AND CLICKS FASTER THAN THE TILLS AT A SAMPLE SALE



THE DIGITAL DANDY

PELAYO DIAZ ZAPICO

AKA PRINCE PELAYO

NATIONALITY

SPANISH

DEDICATED FOLLOWERS

33,071 TWITTER FOLLOWERS

11,671 FACEBOOK LIKES

LOGGED ON

MARCH 2007

Who? The coiffed Central St Martins' graduate with model good looks documents his style on his world travels. 'My most amazing fashion moment,' Zapico says, 'was hanging around outside the Alexander McQueen show, without a ticket, and having one of the PR people ask if I was Pelayo, and giving me a seat.' Sphere of influence? Pelayo is a regular in the front row at the shows, made *The Times* magazine top bloggers list, and is now branching out into design. Henry Holland, Alexa Chung and Rihanna are fans of his DIY cross T-shirts. @princepelayo, katelovesme.net



COMPILED BY MARCUS JAYE, @THECHICGEEKCOUK, 6,301 TWITTER FOLLOWERS AND COUNTING...

THE CREATIVE

GARANCE DORE

NATIONALITY

FRENCH

DEDICATED FOLLOWERS

199,559 TWITTER

FOLLOWERS

93,030 FACEBOOK LIKES

LOGGED ON

JUNE 2006

Who? Illustrator Garance Doré is the European half of a street-style power couple, her partner being American Scott Schuman of *The Sartorialist*. Doré started her blog seven years ago to share her illustrations. Then she began to document her life through photos, added street-style pictures and now has thousands of loyal followers. And what's her inspiration? 'My mother's glossies, trying on her incredible Mugler and Alaïa outfits and living vicariously through her fantastic 80s.'

Sphere of influence? Doré is at all the shows, collaborates with top brands including Tiffany & Co, has designed for Kate Spade New York, and now contributes to fashion bible, French Vogue.
@garancedore, garancedore.fr

THE VOYEUR

YVAN RODIC AKA FACEHUNTER

NATIONALITY SWISS

DEDICATED FOLLOWERS

67,583 TWITTER FOLLOWERS

54,768 FACEBOOK LIKES

LOGGED ON JANUARY 2006

Who? Described as 'eye candy for the style-hungry', Rodic's first loves were archaeology, travelling and photography. He describes the fashion scene growing up in Switzerland as 'modest and low-key'. After starting off in advertising, Rodic is now the man behind one of the most popular street-style sites, Facehunter. People clamor to be snapped by Rodic, but he prefers 'simple with a twist. I don't try to dictate trends but promote an infinity of ways to look unique.' Sphere of influence? Facehunter has spawned a book, *A Year in the Life of*

Facehunter, (£14.95, Thames & Hudson), a newspaper column and even a film, *Facehunter Takes Manhattan*.
@facehunter, facehunter.blogspot.co.uk, yvanrodic.com



THE PIONEER

SUSANNA LAU

AKA SUSIE BUBBLE

NATIONALITY BRITISH

DEDICATED FOLLOWERS

179,444 TWITTER FOLLOWERS

33,137 FACEBOOK LIKES

LOGGED ON MARCH 2006

Who? Susie Bubble was one of the first fashion bloggers – her posts on Style Bubble were full of her own quirky style – before she went on to edit Dazed Digital (the website of Dazed & Confused). She's a champion of new designers, but despite her success, Bubble describes herself as a fashion outsider: 'My love of fashion was initially an act of rebellion against the "popular" people at school. It then developed into something all consuming.' Sphere of influence? Her site receives 35,000 hits a day, and she has worked with brands including Gap and Google.
@susiebubble, stylebubble.co.uk

STYLE MAKERS ON THEIR ALTERNATIVE FASHION CAPITALS



LAURA LUSUWARDI

FASHION DIRECTOR,
MAX MARA

STYLE CITY: BERLIN

'Head to Tiergarten for its bustling market for everything from fancy buttons to funky second-hand clothes, jewellery and records. On Sundays, visit the Mauerpark flea market. Another creative spot is Kreuzberg, and for great vintage stores and art galleries, head to Mitte.'



KIM JONES

STYLE DIRECTOR,
LOUIS VUITTON

STYLE CITY:
COPENHAGEN

'I love the mix of the old, the new and the free-thinking attitude. It has great interior and furniture stores. Other than heading to Louis Vuitton on Amagertorv Square, I always go to Wood Wood, which carries Japanese designers such as Comme des Garçons.'



EUROPE'S BEST SHOPKEEPERS

NAPOLEON, ECHOING ADAM SMITH, ONCE DESCRIBED ENGLAND AS 'A NATION OF SHOPKEEPERS'. AS OUR GRAND TOUR REVEALS, THE OCCUPATION CONTINUES TO FLOURISH - ALL ACROSS THE CONTINENT

CARLA SOZZANI AT 10 CORSO COMO, MILAN

Carla Sozzani is a member of one of Italy's most fashionable families. Her sister Franca is editor-in-chief at Vogue Italia, the magazine where her daughter Sara also works as a senior fashion editor. Despite this high-fashion background, Carla rarely wears make-up and spends 99 per cent of her time in flats. What she shares with her sister and daughter is a dedication to art and clothing. She works most days in 10 Corso Como, the shop she launched (originally as a gallery) in 1990. The buzz 'Corso Como is one of the best shops in the world. Fashion, homewares, books, plus a great cappuccino, this shop fuses together everything I love. It never fails to inspire, or part me from my money,' says Sarah Walter, founder, style-passport.com. Patrons US Vogue editor Anna Wintour, designer Azzedine Alaïa, Scott Schuman creator of the Sartorialist. If you buy one thing, make it... A KTZ leather jacket. 10 Corso Como, 20154 Milan, 10corsocomo.com

OLIVER PILCHER AT D.S. DUNDEE, LONDON

Oliver Pilcher is something of a free spirit, switching with ease between cities and projects. He studied sculpture at the Edinburgh College of Art, where he met co-founder of D.S. Dundee Jim Pickles, before moving to New York to work as a fashion photographer. He now splits his time between London and LA and, when not shooting for magazines, he helps run D.S. Dundee. Famous for its suits, every garment is produced from British-made, sustainable cloths. The buzz 'When it comes to fashion, men are big fans of no-nonsense quality, which is where D.S. Dundee comes in. Beautifully created suits, coats and deliciously warm knitwear - this is fuss-free menswear with a luxury twist,' says Karen Dacre, fashion editor of the London Evening Standard. Patrons Ryan Gosling, David Gandy and Jeremy Piven. If you buy one thing, make it... A three-piece tweed suit. 18 Lamb Street, London E1, dsdundee.com





MARIE-FRANCE COHEN, AT MERCI, PARIS

Founders of luxury children's wear brand Bonpoint, Marie-France Cohen and her husband Bernard embarked on a new project in 2007: a social enterprise named Merci in Paris. The shop sells a mix of furniture, clothing and antiques, with its profits going to Madagascan charity ABC Domino. Just as the shop was establishing itself, Marie-France's husband passed away. Having never run a business alone, Marie-France considered abandoning the project, but the Merci team convinced her to continue. To this day, the enterprise is stylish, bohemian. The buzz 'Everything is special, whether sourced from old French factories or the big fashion houses,' says Juliet Warkentin, chief creative officer at stylistpick.com. Patrons Stella McCartney, Laura Bailey and fashion editor Liz Jones. If you buy one thing, make it... Brass jewellery by Aurélie Bidermann. 111 Boulevard Beaumarchais, 75003, Paris, merci-merci.com

IVAN PERICOLI AND BENOIT ASTIER DE VILLATTE AT ASTIER DE VILLATTE, PARIS

Ivan Pericoli and Benoît Astier de Villatte are known for their laid-back attitude and sense of humour. Eleven years after their shop Astier de Villatte opened, it's still without proper signage. Ivan and Benoît's designs are equally irreverent (they stick to a mantra of not taking themselves too seriously). Last year, they created Mantes La Jolie, a scented candle inspired by the Parisian suburb it is named after. The buzz 'This is a wonderfully quirky shop, which has timeless yet fascinatingly designed ceramics, glassware, furniture and candles. I always purchase Oulan Bator candles and cutlery. Anyone visiting should buy the incense sticks, which are great for travelling,' says Giles Deacon, designer. Patrons Designer Nathalie Lété and fashion blogger Garance Doré. If you buy one thing, make it... The Rue St Honoré candle. A little piece of the shop that will fit in your suitcase. 173 rue St Honoré, 75001 Paris, astierdevillatte.com

MARIANO AND LUCA RUBINACCI AT RUBINACCI, NAPLES

'An English suit is like a Land Rover: dependable, hard-wearing and it won't let you down,' says Luca Rubinacci. 'An Italian suit is a Ferrari – it turns heads and looks beautiful.' Clearly confident in their own stylishness, Luca and his father Mariano have shops across Italy, as well as in Tokyo and London. The Rubinacci fashion empire started in 1932 when Mariano's father opened his first store in Naples. Generations later, the Rubinacci family's dandyish style is still the subject of emulation. The buzz 'I like to visit Mount Street, one of the great streets of London, where I visit Rubinacci, a splendid tailor from Naples who always has wonderful fabrics,' says Bryan Ferry, musician. Patrons Rubinacci has a very strict privacy policy, but they count everyone from bankers to princes as clients. If you buy one thing, make it... A bespoke suit. But other than that, the charming silver horn silk bracelet. 149 via Chiaia, Naples, marianorubinacci.net

Clockwise from above Luca Rubinacci; Marie-France Cohen at Merci, Paris; a distinctive Astier de Villatte plate; Ivan Pericoli and Benoît Astier de Villatte; their Paris store; Carla Sozzani at 10 Corso Como, Milan; Jim Pickles (left) and Oliver Pilcher; their D.S. Dundee store in London, which offers exquisite, fuss-free menswear



UNEXPECTED STYLE ICONS

MANY ASPIRE TO IT.
FEW ATTAIN IT. SO WHO
ARE EUROPE'S REAL
TRENDSETTERS BEYOND THE
FASHION HEADLINES?



LULU GUINNESS
CREATIVE
DIRECTOR, LULU
GUINNESS
STYLE CITY: BERLIN

'I'm always inspired by Berlin's unconventional art scene and love the Pergamon and the Old National Gallery. I shop at KaDeWe and stay at the Kempinski Hotel Bristol. Recently I discovered Lala Berlin in Mitte, which has beautiful knitwear and scarves.' See *High Life Shop* for Lulu Guinness products for sale on board.



SIMON KNEEN
EVP DESIGN
AND CREATIVE
DIRECTOR, BANANA
REPUBLIC
STYLE CITY: MONTE
CARLO

'Small but super chic. I lived there for nine years and loved it. I remember Ringo Starr buying baguettes at the bakery, Helmut Newton photo shoots on the quay, and Karl Lagerfeld coming out of Café de Paris with his entourage – and, of course, the fabulous yachts.'

ANDRÉ SARAIVA: THE SPRAY-CAN STYLIST

'I like fashion because it's a way of bringing creative images into the world,' says graffiti artist and club promoter André Saraiva. If you don't recognise his face, you may know his signature smiley tag. 'Love graffiti', he calls it – and it has become synonymous with a certain uptown but down-and-dirty clubkid culture in the heart of Paris. Since he founded Le Baron six years ago, in what had been the eighth arrondissement's swankiest brothel, Saraiva has exported the concept around the world, with outposts in London, New York and Tokyo. He has also opened hipster hangout Hotel Amour. Le Baron – and Saraiva himself – has become a byword for the bold and beautiful, infusing Paris nightlife with a new sense of raucous rebellion: 'My style is the kid that doesn't want to grow up.'

AND WHERE SARAIVA HEADS FOR...

Hotel Amour 8 Rue Navarin: 'The hotel I created next to my house is like an extension of my living room.'

Brasserie Lipp 151 Boulevard St Germain: 'When I go there, I'm still the youngest customer.'

Le Baron 6 Avenue Marceau: 'It has the best music in town.'



JUDITH WATT: THE DESIGN ALMA MATER

Fashion historian and journalist Judith Watt has two modes of dress: the first is what she wears to walk her dog on Hampstead Heath in the morning, so let's concentrate on the second. 'I try not to look like anyone else,' she says. 'As you get older, you get courageous – you're no longer young and interesting. You accept that and start to enjoy yourself.'

Watt has been part of London's fashion scene for more than 20 years, reporting from designers' workrooms and the international collections, and now educating the next generation at Central Saint Martins, alma mater to the likes of John Galiano, Alexander McQueen and Hussein Chalayan. 'Lots of people in this job aren't interested in contemporary fashion – they see it as an academic area,' she says. 'But I really love clothes. If I had the money, I'd wear Balmain and McQueen.' The late designer was a friend of Watt's and is the focus of her most recent book. She also counts Antony Price – who has dressed everyone from Duran Duran to the Duchess of Cornwall – among her acquaintances and incorporates his signature tailoring into

a singular blend of structured pieces and vintage finds: 'One sees self-constructed style far less now than when I was younger. There seems to be a lot of sartorial exhaustion around now.'

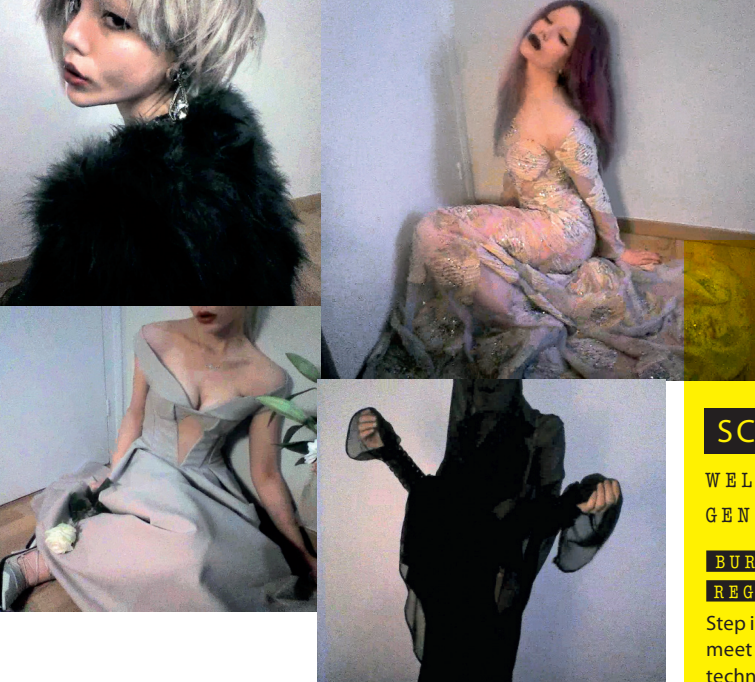
AND WHAT INSPIRES WATT?

Claire de Rouen 125 Charing Cross Road: 'The best fashion bookshop in London.'

Cocomaya 3 Porchester Place: 'A bakery and chocolate shop. One of the owners makes a lot of jewellery for me and I love its hot chocolate.' Patisserie Valerie Old Compton Street: 'Because it still feels a bit bohemian.'

Virginia Portland Road: 'It has the sort of vintage pieces you find very rarely now; Virginia has exceptional taste.'





REI NADAL: THE ECLECTIC GOTHIC

A year ago, Rei Nadal, 22, had never even been to a fashion show. But, after being discovered last April by photographer Nick Knight, the 22-year-old visual artist from Barcelona has starred in shoots, directed music videos and live-illustrated collections straight from the catwalk, for Knight's website, SHOWstudio.

'Nick offered me the chance to curate the Tumblr for a week,' she explains, 'and each day, I had delivered a white box with a designer look in it, along with music, perfume, flowers... I'd have to photograph myself and elaborate a response to the mood the outfit created in me.' From Lanvin gowns to thorned Alexander McQueen platform shoes and olfactory exclusives from the Stockholm perfume house Byredo, the anonymous parcels were quite a departure from Nadal's usual style.

'I'm not particularly interested in the way I dress,' she says. 'I don't buy lots of clothes. But I have a very rigid aesthetic: when I see an item, I know straightaway if I want it in my wardrobe or not.'

Rei Nadal's look tends towards the neo-gothic: long, lean, monochrome and quite severe, but blended with a certain youthful prettiness. Although she finds inspiration from many sources – her own website is an intriguing mix of fashion editorial imagery and quotes from films and poetry – she cites Gareth Pugh as a favourite designer. 'Fashion is communication,' she says, 'whether it's an idea a designer presents through a collection, or a message you are sending through your outfit, consciously or not.' deathandmilk.tumblr.com

AND WHAT MAKES REI'S DAY?

La Central, Carrer d'Elisabets, 6: 'An astounding book shop in El Raval.'

La Petite Parade, Carrer d'Avinyó 34: 'A great vintage shop.'

Happy Pills, Rambla Catalunya 14: 'My favourite for candy.'

SCI-FI SHOPPIN

WELCOME TO THE NEXT GENERATION SUPER-STORES

BURBERRY

REGENT STREET, LONDON

Step into the changing rooms and meet Burberry's 'magic mirrors'. RFID technology in the price tags interacts with them to show a film of how the item was made, along with relevant catwalk footage. uk.burberry.com

KURT GEIGER

EUROPEAN-WIDE STORES

Kurt Geiger has teamed up with C-Burn to produce a 'Secret DJ' app that lets you choose songs to play in your local store. Tap on your smartphone and the song is 'jukeboxed' straight to the shop for you to enjoy while you try on shoes. kurtgeiger.com

MCQ

DOVER STREET, LONDON

Long mirrors with in-built cameras let you take pictures of yourself trying on clothes and share them with friends. An interactive table means you can search, watch and share past MCQ shows and catwalk looks, and control the video wall in the store's entrance. m-c-q.com

NEW LOOK

LONDON

How's my virtual bum looking? A Blippar POS used through store windows lets you try on nail varnish, have your picture taken with a celebrity designer and watch exclusive video content. The first Blippar stores are in London, but roll out internationally this year. newlook.com

ADIDAS

EUROPEAN-WIDE STORES

AdiVerse is a virtual footwear wall where shoppers use touchscreen and real-time 3D technology to select from over 8,000 shoes. You can look at these from any angle and then pay via a tablet-based checkout. adidas.co.uk



LILIAN BUCKE
HEAD OF BRAND
IMAGE, JAEGER
STYLE CITY:
COPENHAGEN

'Copenhagen's hipsters mix it up in an electric minimal way, referencing late 70s and early 90s silhouettes. YouHeShe boutique has urban brands such as Kokoon and Stine Goya next to international names such as Helmut Lang. Visit Ole Madsen Antiktanken for mix of mid-century homewares and modern Danish design.'



BELLE ROBINSON
CO-OWNER, JIGSAW
STYLE CITY:
ISTANBUL

'This historic doorway to the east is hot and spicy, with 24-hour hustle and bustle. I love the Nisantasi shopping area, with its emporiums of exotic fabrics. The 80s designer Rifat Ozbek's ethnically inspired clothes put Turkey on the fashion map. Following in his footsteps are Osman, known for his Ottoman architectural silhouettes, and Cengiz Abazoglu, with his asymmetrical designs.'



FOR MORE STYLE STORIES...

...ONLINE Read fashion historian Nick Foulkes' musings on an Englishman and his shoes at bahighlife.com.

...ONBOARD Watch The Day Before (on selected flights). Six great high-fashion houses filmed at that crucial moment – the day before the shows.