



# H&M

MAGAZINE

Winter 2009

TOP  
25  
TIPS FOR  
A GREAT  
NEW YEAR

+ BEST OF THE  
NOUGHTIES:

KATE MOSS

DISTRESSED JEANS

POSH & BECKS

THE L.A. BABE

Festive  
Style

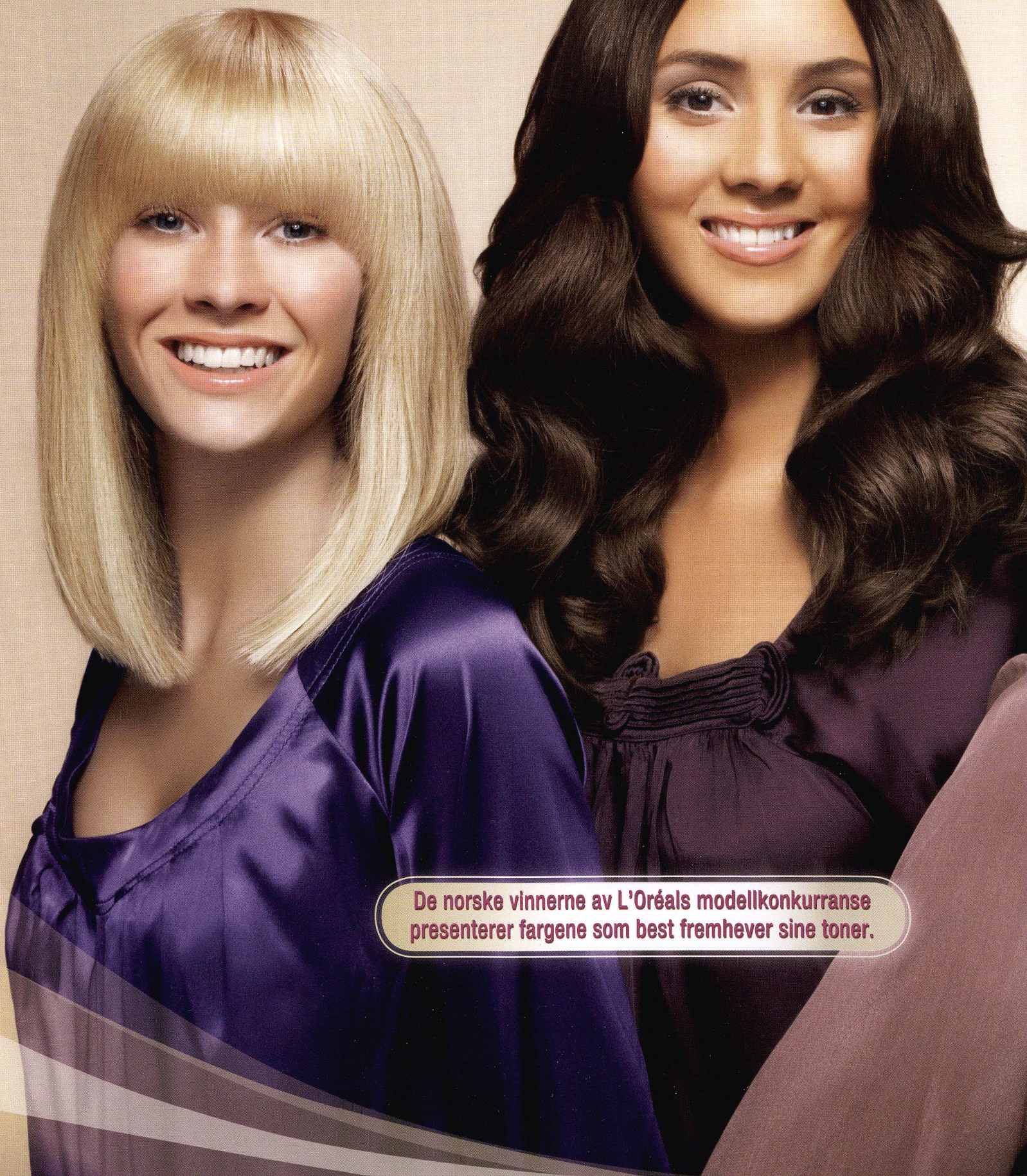
DRESSES, HIGH HEELS,  
SEQUINS & COSTUME JEWELLERY

# PARTY FASHION YOU ARE INVITED

FASHION / TRENDS / STYLE / BEAUTY



# L' O R



De norske vinnerne av L'Oréals modellkonkurranse  
presenterer fargene som best fremhever sine toner.



É

A

L  
PARIS

Som din **naturlige** hårfarge  
- bare enda vakrere og  
mer glansfullt

## CASTING Crème Gloss



**Uten ammoniakk  
Strålende glans**



Eline



Kaja



Charlotte

Fordi du fortjener det  
**L'ORÉAL**  
PARIS





*Jonas Wramell*

Jonas Wramell  
Professional Make-up Advice

“ Our ultra-defining double-sided brush creates incredible lashes. The short bristles deliver formula to each lash, lifting and sculpting. The long bristles lengthen and separate for elegant, 3D results. ”



## STEP 1

Apply black mascara from root to tip and wait for it to dry.



## STEP 2

Using the short bristles for extra precision, highlight your lash tips with sparkling top coat.



Tip: For extra colour, apply several layers.



Hypnotic Wonder Lash Mascara

*Hypnotic* \*  
COLLECTION

Steal the show with lashes that sparkle

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# H&M Magazine

## WINTER 2009



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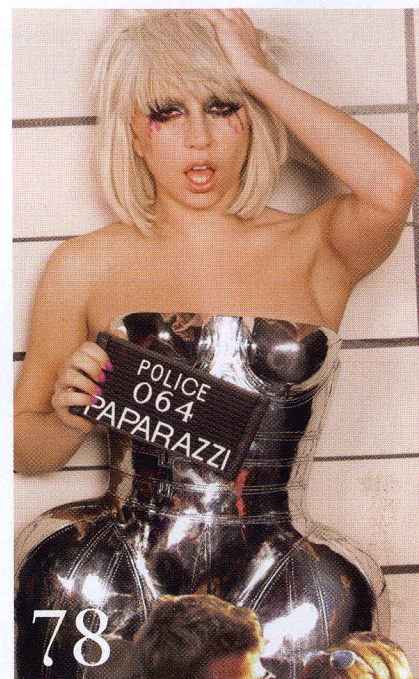
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# din sko

THE TREND IS PARTY

5990€



# Happy New Year 2010!

**T**he countdown has begun.

Just before midnight on New Year's Eve, the whole world stands still for a few seconds. We remember what went before and look forward to what is ahead. That's the feeling we're trying to communicate in this issue. Goodbye to a fantastic decade, we say, and hello to the new – we're looking forward to meeting you.

Slim jeans and super glamour, metrosexual men and fashion blogs – the noughties were a fashion party that never ended. We tell the whole story, from Birkin to Brangelina.

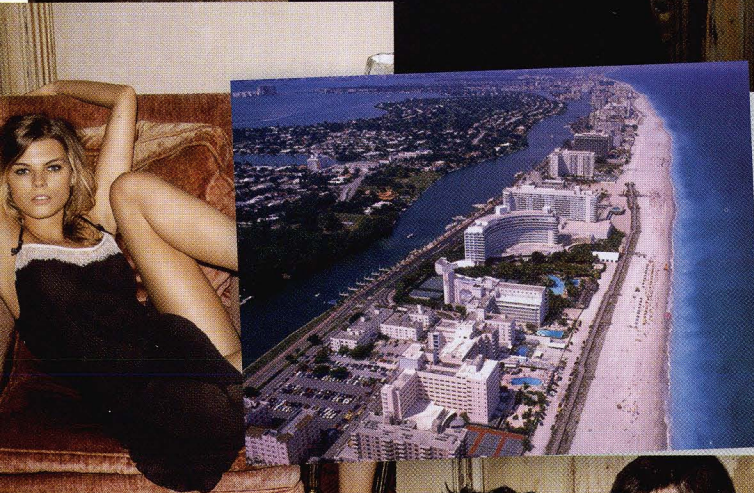
And now 2010 awaits us. Genuine, local and climate smart are a few of the keywords for the fashion of tomorrow. H&M Magazine is your guide to the hottest trends and style icons. We also talk to the star who's being called the new Madonna. Meet Lady Gaga on page 78.

Soon the future will be only a champagne toast away. The noughties opened with glitter and bubbly – why not see them off the same way? Whether you are celebrating out on the town or at home in your living room, our holiday party fashion will make anybody feel like a star.

See you next year!

*H&M Magazine Editorial Staff*

*P.S. Some items that appear in the Magazine are available only in selected shops.*





Top  
EUR 29,95  
NOK 299,-

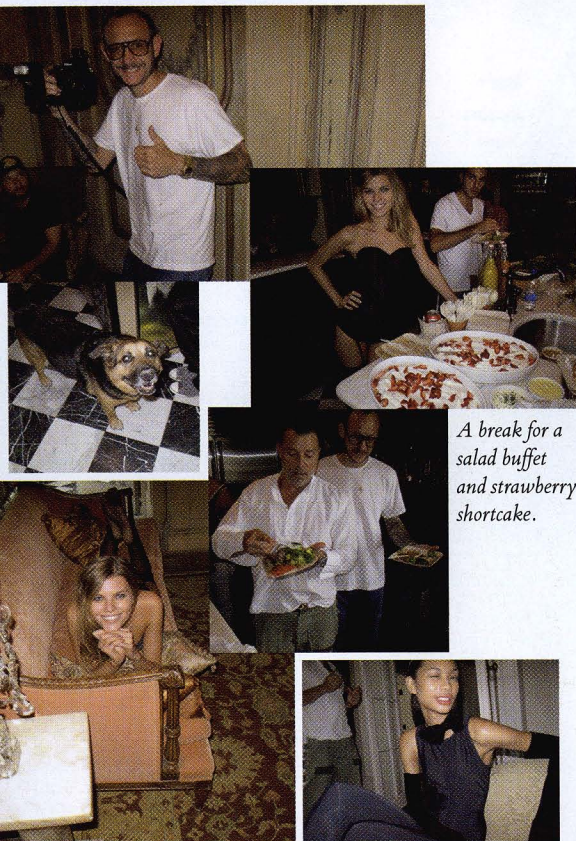


**H&M**



## BACKSTAGE

There was festivity in the air backstage when Terry Richardson shot winter fashion. The fairytale house outside New York was full of glamorous underwear, glittering party clothes and gigantic packages.

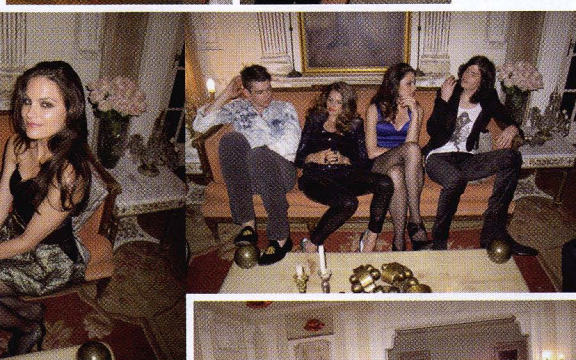
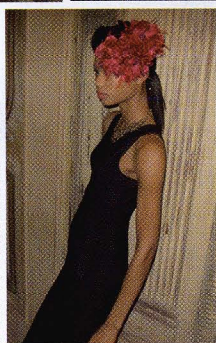


A break for a salad buffet and strawberry shortcake.

Model Maryna Linchuk relaxes in the beautiful living room.



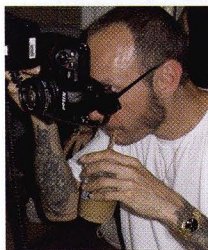
Chanel Iman dressed for a party. The accessories are what make the look.



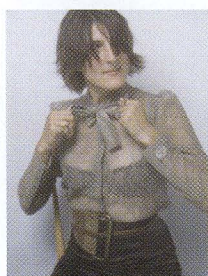
And that's how you recreate a house party. Above: Missy Rayder takes a break. Right: Terry behind the camera.



# Five favourites

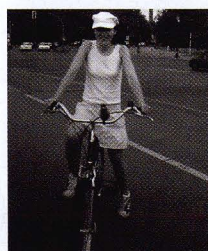


**Terry Richardson** is fashion photography's *enfant terrible*. His sexy snapshot aesthetic can be found in magazines like *Vogue*, *GQ* and *Harper's Bazaar* and in campaigns for labels like Gucci and Miu Miu. For this issue of *H&M Magazine*, Terry shot the winter season's prettiest party fashion in New York.



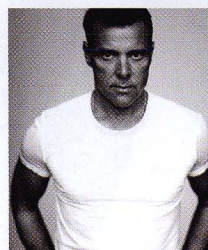
**Anja Cronberg** received her MA from the Royal College of Art in London with a thesis on vintage fashion. She has been an editor at *Acne Paper* but recently founded a magazine of her own, *Vestoj*.

— My feel-good tip for 2010 is not to trust others blindly. The only knowledge that's worth its weight in gold is the knowledge you gain yourself through experience and hard work.



**Lauren Cochrane** has worked as a journalist for eight years, writing on fashion, music and culture for titles like *i-D* and the *Guardian*.

— My favourite fashion memory of the noughties is probably going to a rave dressed as Minnie Mouse, complete with ears.



**George Cortina** is the associate fashion director at *Vogue Nippon* (Japan) and has been a stylist for Roberto Cavalli, Comme des Garçons, Levi's and many others. A stylist is the only thing George ever wanted to be, and his talent is on display in this issue of *H&M Magazine*, for which he styled all of Terry Richardson's shoots.



**Sophie Karlberg** emigrated to Stockholm from her native Swedish smalltown to attend the prestigious Berghs School of Communication. After graduating this spring she started working as an assistant art director at *H&M Magazine*.

— My dream party would be the one we shot for this issue, except with my friends as the guests.

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# THE WINTER'S HOTTEST...

...looks, trends, style icons, shopping, clothing and make-up. On these pages, we present our favourites.



Katie White,  
Eva Herzigova  
and Elizabeth Banks.

## Hair-raising

This winter's party hair is wild, bushy – *and big!*

In the eighties, nobody left home without hairspray. Now wild hair is back. We've seen blonde afros, bushy monster hair and long crimped locks gliding down the runways. The wildest hair of the year erupted at Los Angeles Fashion Week, where the models looked like they had just crossed the ocean in a rowing boat. Clumpy, lumpy and crazy – the more tangled, the better. But perhaps you prefer a more classic look? Follow the lead of actor Elizabeth Banks or supermodel Eva Herzigova and go with an elegant Hollywood bob – with just the right hurricane-in-the-hair feeling, of course.







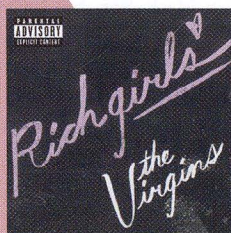
## Perfect curves

Kate Winslet was first out with it and looked fabulous. All the A-listers were quick to climb on board. It's the perfect party piece: the "body con" dress puts curves in all the right places. The original was made of body-hugging spandex, and was designed by Hervé Léger in the late eighties. This season, body con fashion will be finding its way to a party near you. You don't need to overspend to achieve Hollywood chic, and a well chosen corset under a stretch dress brings out the perfect shape.

Hervé Léger by Max Azria autumn/winter 09,  
Kate Winslet and Georgia May Jagger.

**WHAT'S THE BEST  
SONG TO GET PEOPLE  
JUMPING AT MIDNIGHT ON  
NEW YEAR'S EVE?**

"Rich Girls" by The Virgins."  
André Saraiva, DJ and  
club host



### HOT SPOT

*Match your shoes to your lipstick.  
In a pair of shocking pink pumps,  
you're the focal point of the party.  
EUR29,95 NOK 299,-*

### FLORIDA FUN

In October, H&M opened its first two Florida stores at the Seminole Towne Center and the Florida Mall in Orlando. With its awesome beaches, the Sunshine State is the perfect destination for those fleeing colder winter climes – whether in imagination or in reality.

### 5 FLORIDA DREAM BEACHES

#### Looe Key

Excellent snorkelling in crystal clear water and fantastic coral reefs.

#### Sanibel Island

World famous for beaches consisting almost entirely of crushed seashells.

#### Caladesi Beach

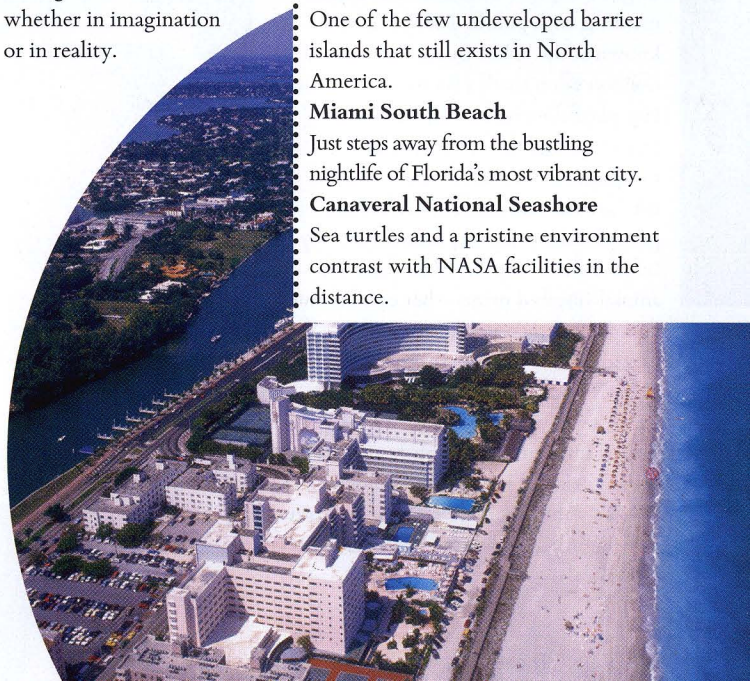
One of the few undeveloped barrier islands that still exists in North America.

#### Miami South Beach

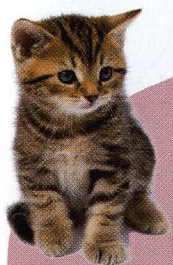
Just steps away from the bustling nightlife of Florida's most vibrant city.

#### Canaveral National Seashore

Sea turtles and a pristine environment contrast with NASA facilities in the distance.







### WHAT'S THE BEST PRESENT YOU'VE EVER GIVEN?

"A kitten to my godchildren... Just to see their faces!"  
*Guido Palau, hairstylist*



### WHAT WILL YOU BE WEARING THIS NEW YEAR'S EVE?

"Definitely something red – it's an old good luck tradition..."  
*Sasa Thomann, editor Elle UK*



Rihanna.

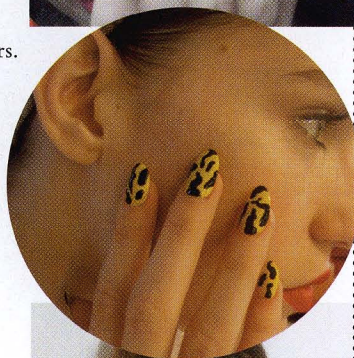
### NAIL NEWS

Sharon Stone's perfectly painted nails in the movie classic *Casino* (1995) were what inspired Sophy Robson to start experimenting with polish. Today Sophy is known as the "Nail Queen" and runs a London salon that's a favourite of the stars. Her playful manicures turn up on celebrities and top models, in ad campaigns and at fashion shows – and they are reawakening an interest in painted nails as fashion accessories. Louis Vuitton checks, floral patterns, animal-inspired prints – her colours and patterns often come straight off the catwalk.

– Celebrities paved the way for this trend, says Sophy. When the Olsen twins turned up in neon nail polish, they created instant demand for cool nail colours.

**What's your favourite current nail trend?**

– Eighties, with leopardskin neon on your toes.



The Nail Queen, Sophy Robson.



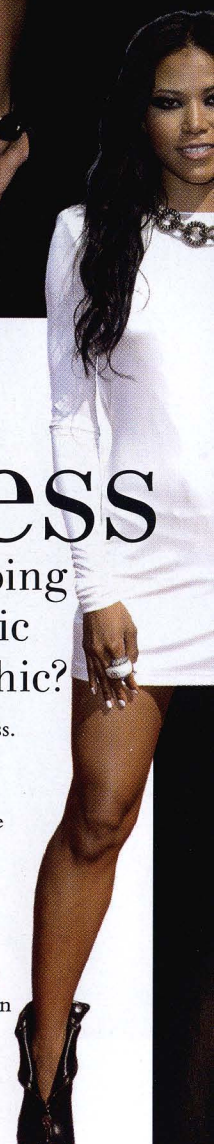
# Little white dress

What kind of look are you going for on New Year's Eve? Classic and glamorous or daringly chic?

Stand out from the crowd with an LWD – a little white dress. According to Style.com editor and tastemaker Laird Borrelli-Persson, the little white is fast replacing the little black. It's at least as chic and versatile as Chanel's classic little black dress, but far less conventional.

If you want to show your own colours, style yourself naturally like *Slumdog Millionaire* star Freida Pinto. Or take your inspiration from singer Amerie, who made the hottest LWD entrée of the year so far, with heavy metal around her neck and hard-rocking ankle boots. Just don't forget the stain remover!

Anne Hathaway, Freida Pinto and Amerie.



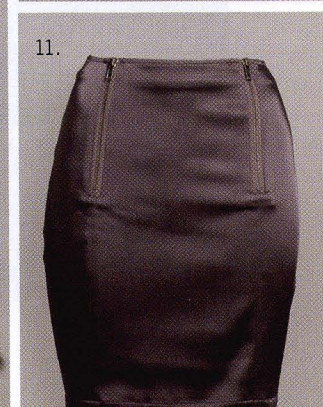
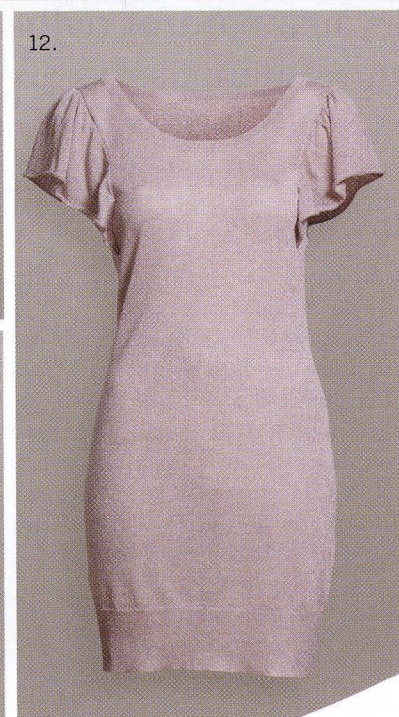
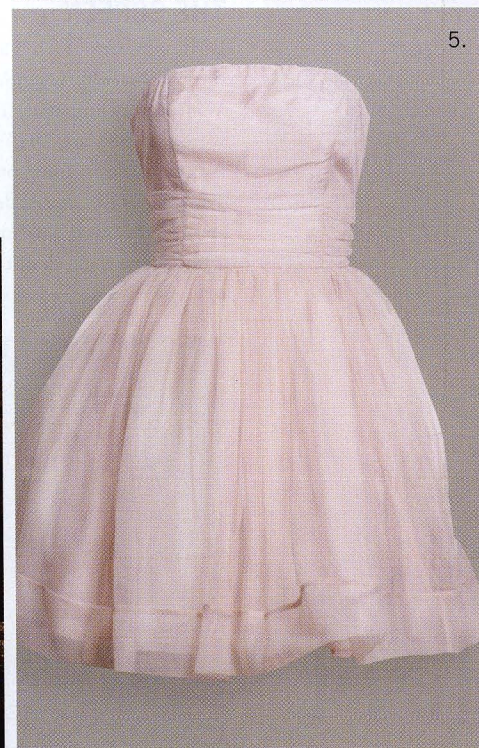
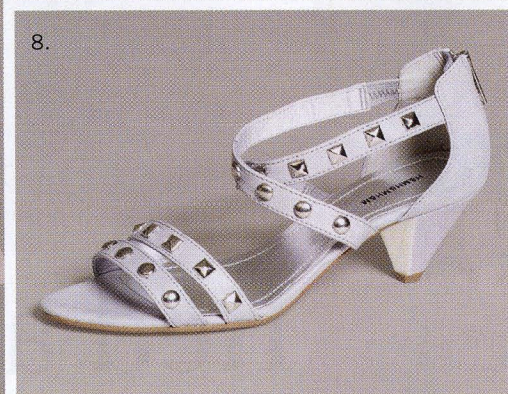
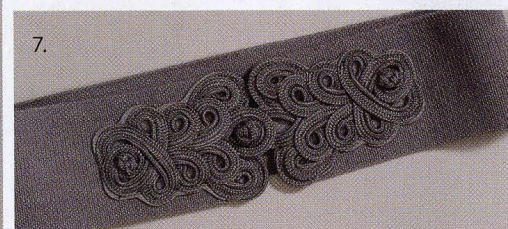
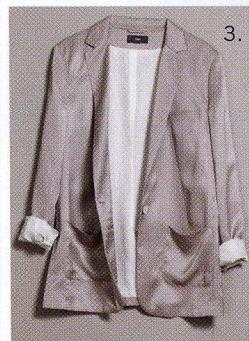
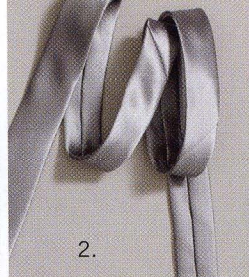


# Fairytale

*Pale hues, delicate materials and a vaguely nostalgic air.*

These romantic wintertime party favourites are equally right for a glamorous night out or for relaxing in front of the fire.

1. Necklace EUR17,95 NOK 199,- 2. Tie EUR9,95 NOK 99,- 3. Blazer EUR49,95 NOK 499,- 4. Top EUR29,95 not for Norway 5. Dress EUR29,95 NOK 349,- 6. Clutch EUR12,95 NOK 129,- 7. Belt EUR12,95 NOK 129,- 8. Shoes EUR29,95 NOK 299,- 9. Dress EUR29,95 NOK 299,- 10. Cardigan EUR29,95 NOK 299,- 11. Skirt EUR19,95 NOK 199,- 12. Dress EUR19,95 NOK 199,- 13. Top EUR9,95 NOK 99,-





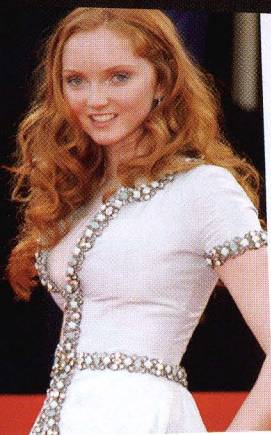


Anna Wintour in *The September Issue*.



## FASHION FILLS THE SCREEN

Fashion is back at front and centre on the silver screen. *Lagerfeld Confidential*, *Valentino: The Last Emperor*, the Anna Wintour documentary *The September Issue* and the movies about Coco Chanel were just the start. 2010 is set to be another great year of fashion on film. Among the upcoming premieres are the romantic comedy *Fashionistas*, Tom Ford's directorial debut *A Single Man*, and *Love, Art and Ethics*, a film about Yves Saint Laurent and his partner Pierre Bergé. And when you're not at the movies, check out H&M Fashion Video at [www.hm.com](http://www.hm.com)!



## Red alert

Are you a natural redhead? Congratulations, because the hottest hair colour of winter is a fresh-looking yellow-tinged red.

— Apricot is taking over, says Ruth Lloyd, a reporter at WGSN, a global trend agency.

The trend spread like wildfire through blogs and Vogue reporting to fashion houses like Rodarte and Bottega Veneta, which topped their models with fiery orange at their autumn/winter shows. The current colours of choice are papaya, persimmon and apricot. Think of Joan Holloway's sexy do in *Mad Men* or La Roux frontwoman Elly Jackson's apricot electro gullwing — red is right.

Alice Burdeu, Christina Hendricks (Joan in *Mad Men*) and Lily Cole.



HOT SPOT

Black leather boots — a rock'n'roll classic that belongs in every wardrobe. Heat up your own shoe rack or give them to your best friend for Christmas. EUR69,95 NOK 699,-



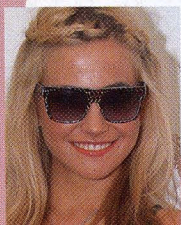
## WHICH SONG WILL GET YOU UP ON THE DANCE FLOOR ON NEW YEAR'S EVE?

"Billie Jean" by Michael Jackson.  
Natalie Wansbrough-Jones,  
senior fashion editor Elle UK



## WHAT'S YOUR NEW YEAR'S RESOLUTION?

"Live my life to the max!"  
Pixie Lott, singer



# Double up!

In a world reeling from recession, regular folks aren't the only people keen to work double shifts. Even among fashion high-fliers, many are devising lucrative careers outside their regular day jobs.

At Chanel, the head designer doubles as a campaign photographer. When he isn't overseeing operations at Rue Cambon or snapping pictures, Karl Lagerfeld keeps busy designing costumes for the ballet. *The Dying Swan* at the English National Ballet is the latest production to receive the Lagerfeld golden touch. Henry Holland spins the decks at various hot-spots in London and has tried his hand at TV presenting. Kris Van Assche is a keen photographer. Rick Owens makes furniture.

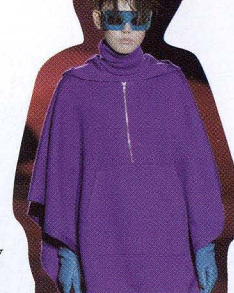
Recession or not, who said spreading yourself thin was a bad thing?



## TRENDBAROMETER

### PONCHO POWER

The poncho is back. Trendy, easy to put on and perfect if it's chilly on the way to your New Year's party.



### BELT IT!

Thin, narrow, sweet and sexy. Belt up to draw attention to your waist.



### ADIEU STYLISTS

All out of inspiration? Put together a look at polyvore.com – and click it home. Other users guide you to the best-looking clothing.

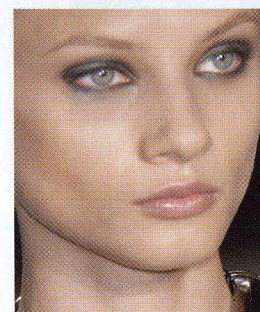
### FINGERLESS AND FINE

Fingerless gloves are both practical and pretty.



### GREY HIGHLIGHTS

Paint eyes, nails and lips in the hottest hue of the season.

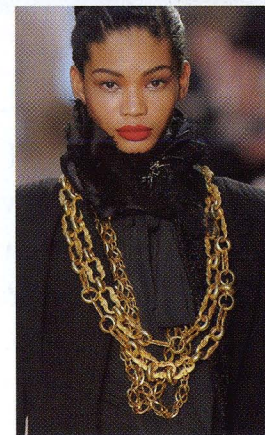


### BARE BELLIES

Leggings with a high knotted top, or a discreet crack in the armour of your business suit. Bellies are back and beautiful.

### OUTDOOR JEWELLERY

The perfect punctuation for a collarless winter coat is a necklace or bracelet – worn on the outside. Why wait till you are indoors to show off your jewellery?



### TEXTING THE NIGHT AWAY

Leave your phone in your purse or in the closet when you're at a party.



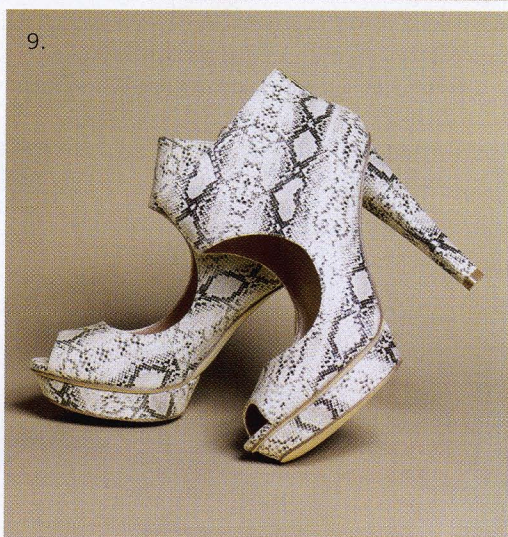
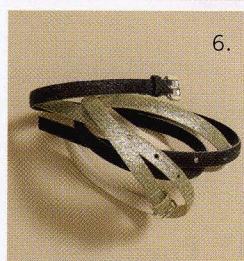
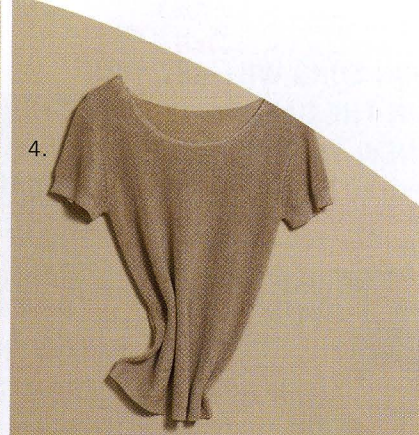
### CUT-OFFS (YAWN)

Easy with the scissors, OK? Not every DIY item has to be short-short or fringed. Cut-off jeans don't even work for Kate Moss any more.

### CLEARANCE CRAZINESS

Just invest in things you actually need.





# JEWELS

Dazzle at your Christmas cocktail party with glamorous *faux leopard-skin*, a chic *brocade dress* or a glittery top.

1. Fake fur EUR49,95 NOK 499,-
2. Bowtie EUR19,95 NOK 199,-
3. Fake fur jacket EUR89,95 NOK 999,-
4. Top EUR19,95 NOK 199,-
5. Shoes EUR29,95 NOK 299,-
6. Belt EUR4,95 NOK 49,50
7. Top EUR29,95 NOK 349,-
8. Dress EUR29,95 NOK 349,-
9. Shoes EUR39,95 NOK 399,-
10. Bag EUR12,95 NOK 129,-
11. Top EUR29,95 not for Norway







**ONLINE FASHION TREASURE HUNT**  
Internet shopping is more than just eBay and Net-a-porter. For the best must-have accessories, web shopping guides and online sales, you have to take a turn off the beaten track. Here are ten of the Internet's best-kept fashion secrets.



**"CLICK YOUR WAY THROUGH SOME OF EUROPE'S BEST FASHION SHOPS WITHOUT EVER SWITCHING SHOPPING BAGS."**

**WWW.PIXIEMARKET.COM**  
The story of Pixie Market starts with two fashion-loving friends opening a clothing shop in the East Village. Today their webshop outsells the Manhattan original. Chic, attractively priced fashion from small, unknown labels.

**WWW.GILT.COM**  
A private community that arranges online sales of major design labels. Membership is free, but you have to be invited. Put yourself on the waiting list – or e-mail them and talk your way into an invitation.

**WWW.POSHGIRLVINTAGE.COM**  
A huge range of cocktail dresses, handbags, shoes and hats dating from the twenties to the eighties. The proprietor's grandmother worked in the fashion industry in California in the fifties and sixties and helps date the items.

**WWW.E-TAILTHERAPY.COM**  
The best guide to online shopping, updated constantly with the latest offerings from the finest webshops.

**WWW.MYTHERESA.COM**  
On-target fashion updates and products to match. Not free, but sometimes discounted up to 70%.

**WWW.SHOPBOP.COM**  
Lookbooks, style guides, a "shop by" function and a wide range of designers in an understandable, user-friendly format.

**WWW.CATWALKGENIUS.COM**  
Support new designers by investing in an upcoming collection. Your returns depend on how well the collection sells.

**WWW.ADOREVINTAGE.COM**  
A mix of genuine vintage and vintage-inspired fashion, plus blogs and photo galleries featuring old and new fashion names.

**WWW.BILLIONDOLLARBABES.COM**  
Online sales of designer labels at discounts of up to 80%. You have to be a member, but membership is free and no invitation is required.

**WWW.FARFETCH.COM**  
Brings together several of Europe's best independent fashion shops. Click your way from Paris/Texas in Copenhagen to Maria Luisa in Paris without ever switching shopping bags.





# Finest in fakery

All that glitters is not gold – thank goodness!

In tough economic times, costume jewellery comes into its own. Fake pearls, sequins and non-precious stones that glitter like diamonds give your pocketbook a break without compromising your style. Complete your full faux winter look with a glamorous fake fur à la Katy Perry.



## WHAT WILL YOU BE WEARING ON NEW YEAR'S EVE?



"I usually wear an extravagant feather headpiece or a top hat. It's a time to celebrate, and I love to celebrate with fun, glamorous statement pieces."

*Dita Von Teese, burlesque queen*

## ALL FOR CHILDREN

H&M unicef

### ALL FOR CHILDREN

For the past several years, H&M has been working with the United Nations' Children's Fund, UNICEF. This year will see the beginning of the most ambitious project yet, All for Children, intended to improve conditions for children in the cotton-producing regions of southern India.

– Over the next five years H&M and UNICEF will work together to create a better and healthier future for the children of the Tamil Nadu region, preventing child labour and promoting access to good education, says Ingrid Schullström, CSR Manager at H&M.

Tamil Nadu is one of southern India's most important cotton-producing regions, with a history of child labour due to a variety of factors ranging from poverty to lack of education. To combat these problems and improve the lives of tens of thousands of families, H&M and UNICEF will focus on education, social safety nets and health issues.

– These programmes will provide children with good healthcare, ensure them a quality primary education and give families better opportunities to make a living, says Anna Ryott, Deputy Executive Director of UNICEF Sweden.

Starting in December, H&M customers can support the project by buying products from which a part of the earnings goes directly to All for Children. The first item is an organic cotton shopping bag.



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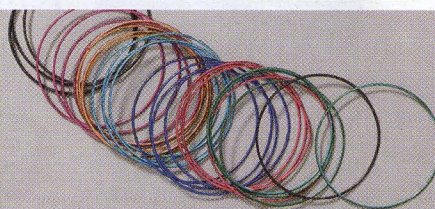
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# BONBONS

Sparkle like fireworks!  
Sequins and *reflective*  
*materials in classic party*  
*colours* make New Year's  
Eve extra festive.

1. Leather gloves EUR24,95 NOK 249,- 2. Dress  
EUR29,95 NOK 299,- 3. Hair flower EUR2,95  
NOK 29,50 4. Sequin waistcoat EUR29,95 NOK 299,-  
5. Skirt EUR24,95 NOK 299,- 6. Top EUR19,95  
NOK 199,- 7. Dress EUR24,95 NOK 249,- 8. Belt  
EUR12,95 NOK 129,- 9. Jacket EUR29,95 NOK 349,-  
10. Bracelet EUR4,95 NOK 49,50 11. Shoes EUR29,95  
NOK 299,- 12. Skirt EUR19,95 NOK 199,-





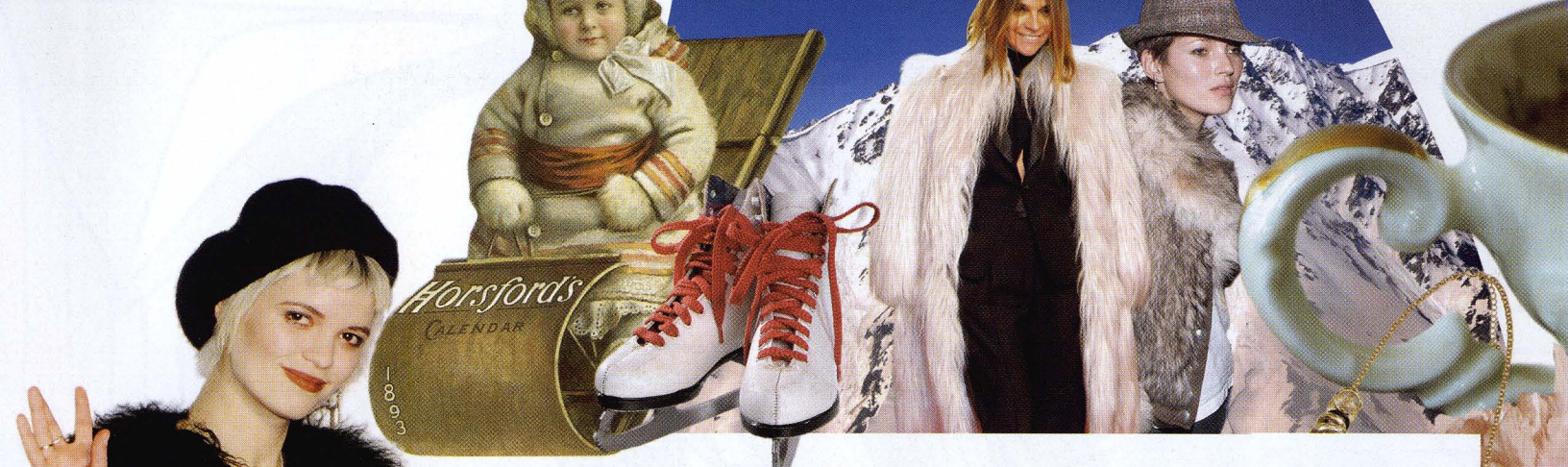


# EXTRAVAGANZA

*Glitter, glamour and long nights – this look is for anybody who loves dressing up.*

**S**tyl yourself like the great Italian designer Versace would have, in a wild welter of shapes and colours. An evening of partying is guaranteed to be more fun in fluffy synthetic furs, satin dresses and fabulous animal prints. The colour palette is rich and spicy, the accessories as extravagant as possible. Keep trying until you create the perfect disco diva feeling with rhinestones and big necklaces. The flashier the better is the cardinal rule in the fitting room. For guys, the look is just as daring. Eighties New Romantic style is the inspiration, with velvet suits, polka dotted shirts and glittering jeans. Ready for the dance floor? See you there!





# WINTER MAGIC

*Kicking back in front of the fireplace? Sure... but do it in style. Leading a glamorous home life has never been easier than it is today.*

**T**hink 1970s James Bond in the Alps – relaxed, elegant and glamorous. The colour scale comes from a cold winter's day, all shades of white and muted neutrals. Intarsia and jacquard weaves energise the surfaces. Accessories are knitted and soft. Mix glossy and matte, close-fitting and billowy – use all the classic tricks to bring contrasts into your styling. This look invites you to use comfortable materials: mohair, alpaca, cashmere.





TREND

# HOME SWEET

A stylized, colorful illustration of a woman with brown hair and green eyes, wearing a green top and a large, ornate necklace. She is surrounded by various decorative elements, including a framed picture, a sun-like face, and a bird.



Intimate, personal and totally in step with the times. A great party at home always beats a wild club night or a grand gala. Grab the trend with both hands and throw the best party of the year – right in your own living room.

WORDS: Henriette Couet

ILLUSTRATION: Liselotte Watkins

# AT HOME

A palace ball, cakes and champagne in Hollywood or a pyjama party with your best friends. Everybody has their own secret dream of being invited to the best party imaginable. But why sit around waiting for an invitation that may never come when you can create your own dream party, at home in your own living room? It makes no difference whether you live in seaside splendour or a single-room flat in the suburbs. Nothing makes a weekend like a successful house party. Getting together with friends at home is invariably more fun than a wild night out on the town. You're inviting guests into your world for an evening. It's a chance for them to get to know you and one another in a more relaxing, intimate way. And it doesn't have to break you financially.

Start planning with what you already have at home. Unusual seasonings or dramatic presentation can turn the cheapest ingredients into a festive meal. The right accessories breathe new life into an old party dress. Candlelight, balloons and streamers transform your home into a party venue in no time. An experience designed with love and imagination is the best present you can give to your friends – and they are guaranteed to appreciate it more than anything you could buy for them out on the town. And right now, your home is the trendiest party scene there is. It's in to stay in.

In the fashion world, "cocooning" is one of the hottest trend keywords. Fashion used to be designed for the public eye, the office or formal parties. Today, a more comfortable look has sneaked into the collections at H&M and the major fashion houses. These are clothes that boost your glamour quotient at home; they have nothing in common with your sloppy old comfy trousers. Trend experts are predicting that 2010 will be a major cocooning year due to the recession – and because we simply love staying at home. Ever better technology – with large-screen televisions instead of the cinema and personalised music mixes put together on the home computer – is making us kings in our homely realms. We love to decorate and blog about our homes, too. Modern technology has already moved into the living room, and fashion is following on its heels. Today's most fashionable venue: it's your home.

We're looking to the stars not only for clothing inspiration but to help us decorate our homes. On The Selby, a photo blog, you can see how fashion celebrities like Erin Wasson and Julia Restoin Roitfeld live. In the book *New Paris Interiors*, designers like Christian Louboutin and Rick Owens open their homes. The at-home trend is starting to gain a foothold in the art scene and the fashion world, too. If you feel like being an art collector for one night, stay at the *café au lit* in Paris, a hotel with a single room that doubles as a gallery of modern art – and a private flat. A couple of the hottest restaurants in London are called MsMarmitelover and the Savoy Truffle Supperclub, dining clubs operated as a hobby in private homes. Supper clubs are especially popular in the US, where they are spreading like wildfire.

An advantage of the stay-at-home trend is that you don't have to travel. You can experience the party of a lifetime without even venturing out your front door. And the charm of a home party can beat any grand event. You might think an icon like Lydia Hearst, supermodel and heiress to the Hearst billions, would spend her life at red carpet premieres. In fact, she prefers intimate gatherings at home in her New York apartment.

– I love having people come over, she says.

– Since I'm such a terrible cook, we often go out to eat, but otherwise we usually hang out at my place. I have lots of antiques, but no TV and no formal dining section. If they're lucky, I let my guests smell my scratch 'n' sniff wallpaper.



# Party at home: A how-to guide

Food and styling, decoration and music. There's a lot to think about when you're thinking about a party. H&M Magazine asks the experts for their best party tricks.

## 5 DECORATION TIPS

1. Send handwritten invitations – they are both sophisticated and intimate.
2. Make sure there's plenty of seating in the kitchen – after all, that's where everybody eventually ends up.
3. Have the guests bring decorations of their own. People love to do their part, and it creates topics of conversation, too.
4. Spread all of your glasses around your home and place candles in them.
5. Childish enthusiasm is the essence of a party. You can't have too many balloons and streamers.

## HOME PARTY PREP

"Choose a simple theme, like colour-coding – that's guaranteed to make an impression. Drape fabric over your furniture. It looks fabulous and protects against stains, too. Buy a lot of cheap, amusing single-use items like balloons and paper decorations and strew them around the room. The right lighting is the key to creating a festive atmosphere. Nothing creates a mood like candles, for example, but you can use coloured light bulbs, too. To wrap presents, you can use newsprint with beautiful printing or second-hand fabric."

*Shona Heath, set designer and art director*



# EXPERT HOSTING

## 5 HOSTING TIPS

1. Mingle, mingle, mingle – with everybody.
2. Eat a lot, drink a little. A good host never runs out of energy before reaching the finishing line.
3. Invite one or more really colourful people to create energy in the group.
4. Bubbly is de rigueur on New Year's Eve – genuine or faux.
5. Have a plan for the afterparty. Reserve a table at a nearby restaurant, for example.

"The most important qualities in a host are generosity and endurance – you should be the last person standing. The key element in putting together a guest list is that the people should know one another, like one another or want to get to know one another better. Don't forget to introduce your guests – and that means remembering their names! My best budget tip is to buy a little garden fountain and put it in a big bowl of mixed margaritas. Your guests will love your margarita fountain!"

*David Waddington, restaurateur, Bistroteque, London*

## 5 FOOD TIPS

1. Think creative, not expensive. Homemade biscuits in unusual shapes are more fun than caviar canapés.
2. Choose one dish to be the main focus of your energy and dream up a spectacular presentation.
3. Make an ice cream snowman and garnish with fresh herbs and spices – get in touch with your inner food stylist.
4. Have a plan in case you run low on food. Keep backup biscuit dough in the freezer and gourmet crisps in the pantry.
5. Finger food is a more stylish solution than paper plates if you don't feel like dealing with a mountain of dishes.

# INTIMATE FOOD

"A home party should be informal and intimate. Don't strive for perfection. I would never serve restaurant food in my own kitchen. Serve simple food that reflects who you are. Do as much as possible in advance, so you can spend time with your guests instead of standing at the stove. A good party menu might be prawns on toast, fillet of beef with potato-apple gratin, a salad of winter vegetables and a delicious chocolate torte for dessert. If you want people to remember your party, give them something to take home, like a little paper cone of popcorn topped with your own special spice mix."

*Marcus Samuelsson, celebrity chef*

"IF YOU WANT PEOPLE TO REMEMBER YOUR PARTY, GIVE THEM SOMETHING TO TAKE HOME, LIKE A LITTLE PAPER CONE OF POPCORN TOPPED WITH YOUR OWN SPECIAL SPICE MIX."





## 5 HAIR TIPS

1. Avoid last-second panic – decide on your hairstyle in advance. Google pictures of your idols for inspiration.
2. Volume is a hot new trend in the New Year. Tease and then give it a good musing up for the right look.
3. Long hair? Get out your curling iron – curls are a classic party look.
4. Short hair? Prepare for the party with a pretty hair accessory.
5. Don't let your do wilt. Use hair product to keep it fresh and stable.

## 5 MAKE-UP TIPS

1. Think about the lighting when you do your make-up. Home lighting is often more revealing than club lighting.
2. Red lips are trendy as well as being a Christmas classic.
3. Remember what the pros say: highlight either your eyes or your lips, but not both.
4. Match your make-up with your outfit. Echo one of the colours on your lips or eyes.
5. Glitter is never wrong, especially on New Year's Eve.

# PARTY HAIR

"In your own home, you can afford to take more chances than you might do otherwise. For example, you can set a simple hairstyle off against amusing accessories. The most important hair trend this season is sexy and feminine, strong and self-confident. The styling has many eighties references and plenty of height – we're seeing a lot of daring dos. Use the right products to texture your hair so it's easier to shape. And most important, don't forget to have fun!"

*Guido Palau, celebrity hairstylist*



# MAGICAL MAKE-UP

"The forties are back – but don't take it literally; let it be an inspiration. The best party looks involve simple make-up: a little concealer around your eyes and nose, mascara on your upper lashes and a little rouge on your cheeks. Pink hues suit everybody and make you look healthy. A bit of lipgloss is always lovely, but to be in step with the latest trend, try a pretty matte red colour instead. Remember that skin should be as natural as possible. For New Year's Eve, try an eyebrow colour that's a little lighter than your own hair. Define your lips with a contour pencil. If you have a small mouth, highlight your eyes instead with eyeliner – only on the upper lash – and mascara."

*Stephen Dimmick, make-up artist*

"IN YOUR OWN HOME, YOU CAN AFFORD TO TAKE MORE CHANCES THAN YOU MIGHT DO OTHERWISE. FOR EXAMPLE, YOU CAN SET A SIMPLE HAIR-STYLE OFF AGAINST AMUSING ACCESSORIES."



"GOOD FRIENDS, GOOD DRINKS AND GOOD MUSIC ARE THE THREE CORNERSTONES OF A PARTY."

## MASTERFUL MUSIC

"Good friends, good drinks and good music are the three cornerstones of a party. Put the person with the best musical taste in charge of the sound system. You and your guests may have differing views on your own musical taste – and remember, majority rules. The best New Year's track, bar none, is Whitney Houston's *I Wanna Dance with Somebody*. I have never been to a party where it failed to get everyone up and dancing."

*Jonny Woo, drag queen and club celebrity*

### 5 MUSIC TIPS

1. Create atmosphere – start the party with classic Christmas music.
2. Burn party discs or make playlists in advance for every phase of the party. Uptempo for the high point, soothing rhythms at dawn.
3. Little and sweaty makes a better dance floor than big and empty. Think about where you put the furniture.
4. Be a good DJ – read your guest's moods. Don't insist on music that isn't working.
5. Define the dance floor with a disco ball.

### 5 STYLING TIPS

1. Play with traditional looks. A classic dinner jacket or a little top hat can look fabulous with a New Year's dress.
2. Pretty underwear makes you feel pretty both inside and out.
3. Synch your outfit with your partner. Do it subtly with one tiny matching detail.
4. A run in your tights is a classic party destroyer. Keep a backup pair at the ready.
5. Be daring. The winter holidays are probably the only time you can get away with wearing a Christmas tree ornament as an earring.

## EXCITING STYLING

"The most inexpensive way to update your party wardrobe is with accessories. Make a bow out of silk or an old scarf. Put it anywhere – in your hair, around your neck – it will always add a frisson to your look, and the placement depends on your style choices. The best outfit I ever wore to a home party was a wonderful old-fashioned pair of silk pyjamas that I wore with a pair of delicate gold sandals."

*Sasa Thomann, editor at Elle UK*





# PARTY PEOPLE

PHOTOS: TERRY RICHARDSON STYLING: GEORGE CORTINA

Missy

JR

Cole

Cameron

Govan

Mathew





Dress EUR9,95 NOK 99, Earrings EUR4,95 NOK 49,50









Sequin blazer EUR59,95 NOK 599,-

Facing page: Sequin dress EUR39,95 NOK 399,- Sequin leggings EUR29,95 NOK 299,-  
Rope belt EUR12,95 NOK 129,- Pumps EUR29,95 NOK 299,-





Girl left: Lace dress EUR29,95 NOK 349,-  
Girl right: Corset EUR19,95 NOK 199,- / Skirt EUR29,95 NOK 349,- Belt stylist's own





Dress EUR49,95 NOK 499,-  
Necklace, Jimmy Choo for H&M, EUR39,95 NOK 399,-





Top picture: Tuxedo blazer EUR99,- NOK 999,- Tuxedo shirt EUR29,95 NOK 349,- Velvet blazer EUR89,95 Bottom picture: Shirt EUR24,95 NOK 249,- Bowtie EUR9,95 NOK 99,- Velvet blazer EUR59,95 NOK 599,- Blazer EUR89,95 NOK 999,- Shirt EUR24,95 NOK 249,-  
Facing page: Bowtie EUR7,95 NOK 79,50 Tuxedo blazer EUR99,- NOK 999,- Tuxedo trousers EUR49,95 NOK 499,- Tuxedo shirt EUR29,95 NOK 349,-  
Tuxedo blazer EUR99,- NOK 999,- Boxer shorts stylist's own



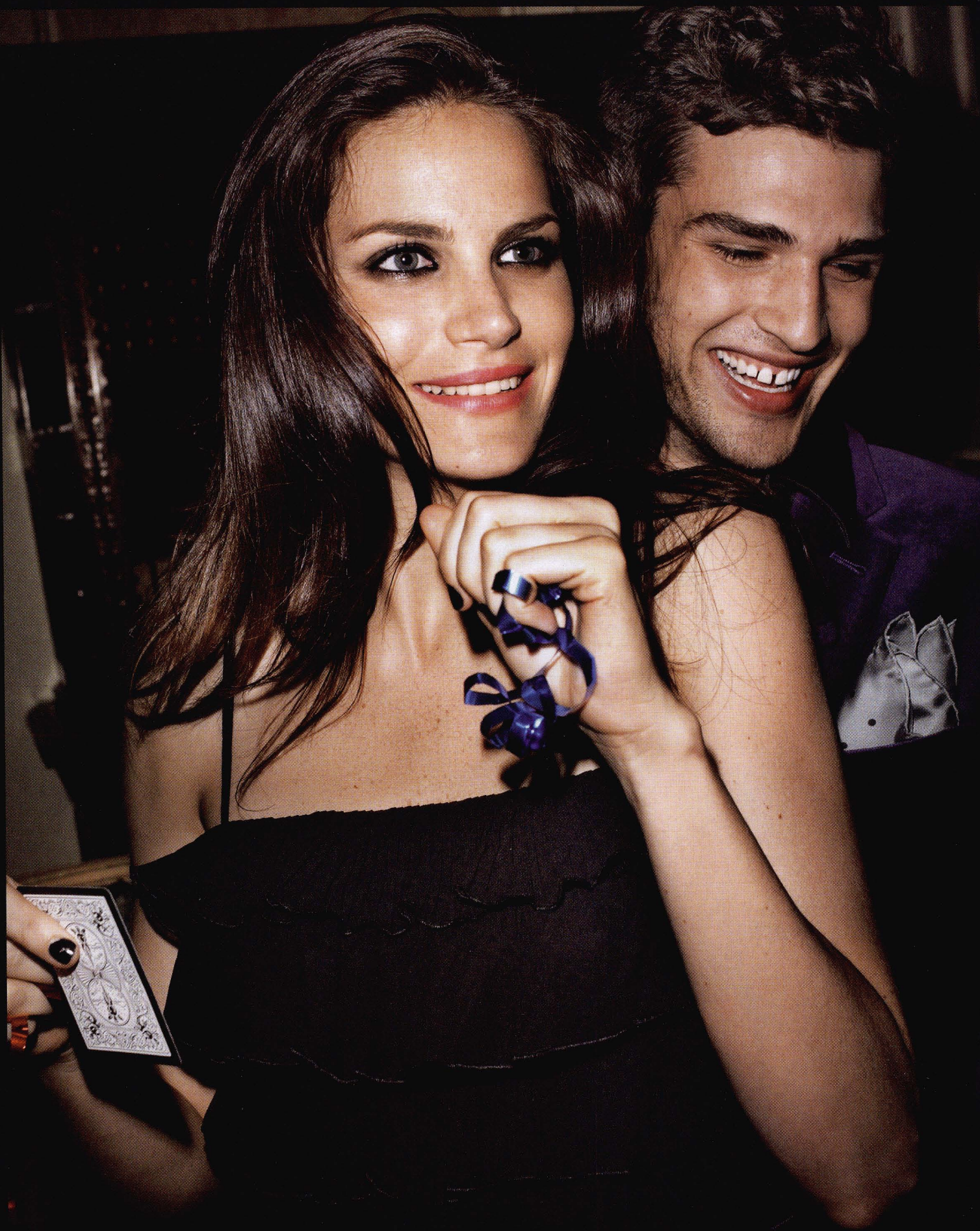






Dress EUR29,95 NOK 299,- Boots EUR59,95 NOK 599,-





Dress EUR29,95 NOK 299,- Velvet blazer EUR89,95 NOK 999,-









Top picture: Girl left: Dress EUR29,95 NOK 299,- Girl right: Dress EUR49,95 NOK 499,-  
 Bottom picture: Tuxedo blazer EUR99,- NOK 999,- Shirt EUR24,95 NOK 249,-  
 Facing page: Dress EUR24,95 NOK 249,- Wide bracelet, Jimmy Choo for H&M, EUR29,95 NOK 299,-  
 Thin bracelet, Jimmy Choo for H&M, EUR19,95 NOK 199,- Pumps EUR29,95 NOK 299,- Waistcoat: EUR29,95 NOK 299,-









From left: Denim shirt EUR24,95 NOK 249,- Trousers EUR29,95 NOK 299,- Dress EUR29,95 NOK 299,-  
Sequin blazer EUR59,95 NOK 599,- Sequin leggings EUR29,95 NOK 299,- Ladies' top EUR9,95 NOK 99,- Trousers EUR29,95 NOK 299,-





Dress EUR29,95 NOK 199,- Men's tuxedo blazer EUR99,- NOK 999,- Earrings stylist's own

Facing page: Velvet blazer EUR99,- NOK 999,- Trousers EUR29,95 NOK 399,- Sequin waistcoat EUR29,95 NOK 299,- Trousers EUR29,95 NOK 299,-

















Corset EUR 19,95 NOK 199,- Hotpants EUR 9,95 NOK 99,- Stay ups EUR 7,95 NOK 69,50





PHOTOS: TERRY RICHARDSON STYLING: GEORGE CORTINA

# CLOSE TO ME







Blazer EUR49,95 NOK 499,- Bra EUR12,95 NOK 129,- String EUR6,95 NOK 59,50





Nightslip EUR29,95 NOK 249,- Suspender EUR9,95 NOK 99,- Stay ups EUR7,95 NOK 69,50







Nightslip EUR19,95 NOK 199,-





Top EUR 19,95 NOK 199,- Hotpants EUR 7,95 NOK 69,50





Silk blouse EUR29,95 NOK 349,- Bra EUR12,95 NOK 129,- Trousers EUR9,95 NOK 99,-





Men's cardigan EUR29,95 NOK 299,- String EUR6,95 NOK 59,50 Bra EUR14,95 NOK 149,-





HAIR: DENNIS LANNI, MAKE UP: FRANK B., SET DESIGN: ANDY HARMAN, MODEL: MARYNA LINCHUK

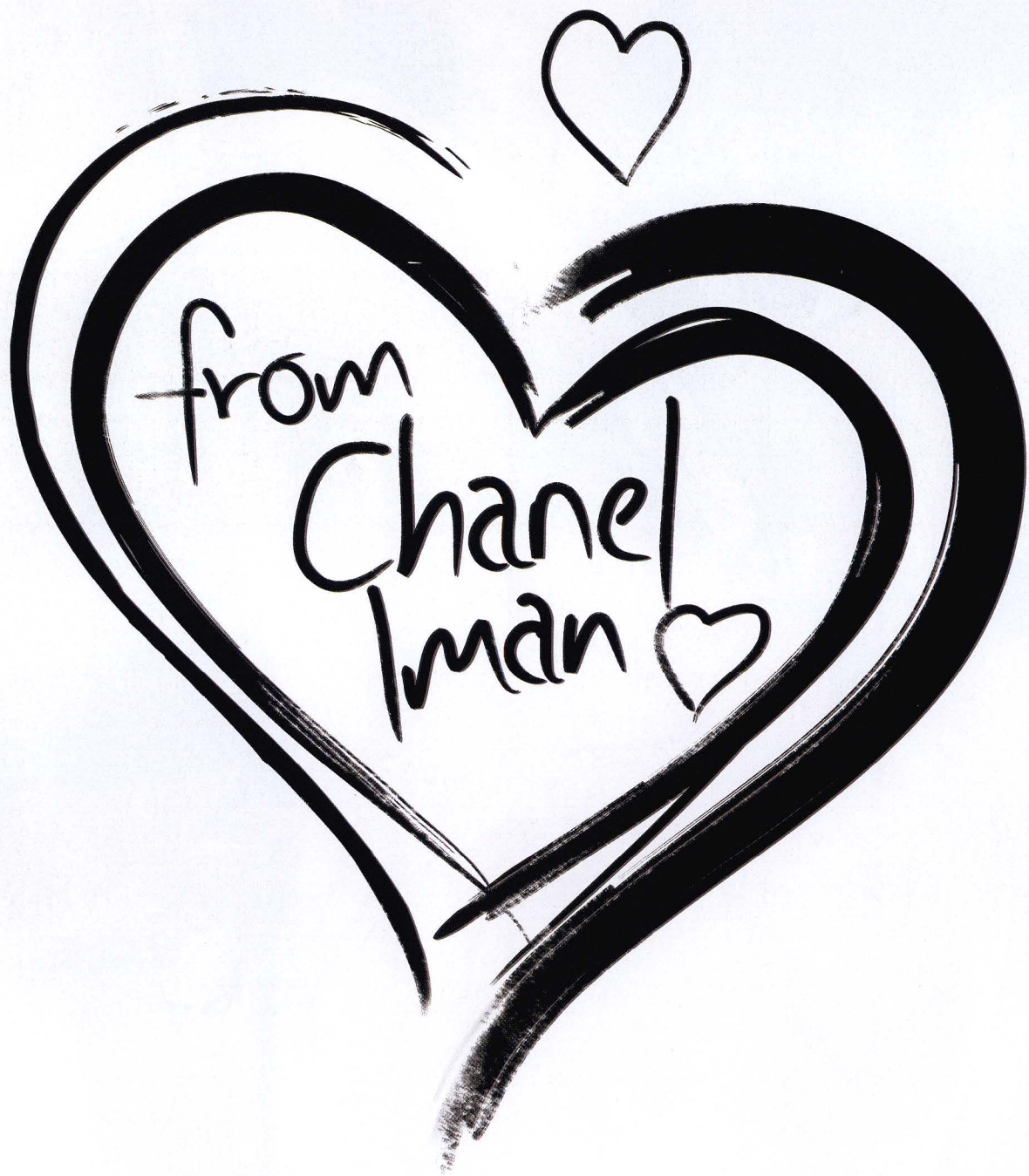
Kimono EUR14,95 NOK 149,- Stay ups EUR7,95 NOK 69,50 Hair flower EUR4,95 NOK 49,50







# FAVOURITE THINGS



PHOTOS: TERRY RICHARDSON STYLING: GEORGE CORTINA





Velvet gloves EUR6,95 NOK 69,50 Tiara EUR7,95 NOK 79,50 Men's bowtie EUR9,95 NOK 99,-





Necklace EUR14,95 NOK 149,- Bracelet EUR6,95 NOK 69,50 Jumpsuit: Sylists own

Facing page: Feather headpiece EUR9,95 NOK 99,- Hair flower EUR4,95 NOK 49,50 Necklace EUR9,95 NOK 99,-









Mask EUR3,95 NOK 39,50 Chain bracelet EUR4,95 NOK 49,50 Solid bracelet EUR7,95 NOK 79,50  
Facing page: Necklace EUR 17,95 NOK 199,-









Men's hat EUR19,95 NOK 99,- Earrings EUR6,95 NOK 69,50

Facing page: Sequin headband EUR4,95 NOK 49,50

Necklace EUR14,95 NOK 149,- 4-pack rings EUR4,95 NOK 49,50

Chunky ring EUR4,95 NOK 49,50













HAIR: DENNIS LANNI, MAKE UP: FRANK B. SET DESIGN: ANDY HARMAN, MODEL: CHANEL IMAN

Hat EUR6,95 NOK 69,50 Rhinestone bracelet EUR7,95 NOK 79,50 Bracelet EUR9,95 NOK 99,-  
Facing page: Shoes EUR39,95 NOK 399,-



# THE BIG FASHION BANG 2000–2009

WORDS: LAUREN COCHRANE

Time flies when you're having fun so it makes sense that 2000 feels like yesterday – especially when you take a trip down memory lane.

THE NOUGHTIES was the decade when fashion went overground. Once a mysterious niche world where industry power players made up the front row, now there were CELEBRITIES taking their place to watch the shows. That meant PAPARAZZI brought their flashing bulbs along and fashion was now well and truly in the limelight – not to mention the circus.

Icons like VICTORIA BECKHAM, the Olsen twins and Jennifer Lopez became regular fixtures, while supermodels like KATE MOSS and Claudia Schiffer gave their stilettos a rest and watched the show instead. Other SUPERS, of course, were there to show us that beauty extended beyond teenagers – Naomi, Linda and Christy all starred in campaigns once again. What was on the catwalk was changing too and it was changing faster than ever before. Fashion became fluid and varied, taking in celebrity brands, HIGH-STREET labels and street culture in a MISHMASH OF FUN. We have moved from hipster shapes to high-waisted jeans, from minis to midis and back again, from skirt suits to jumpsuits to an ANYTHING GOES ATTITUDE.

Fashion now is about INDIVIDUALITY – whatever shows you at your best is what you should wear. With this many trends to plug into, we're spoiled for choice, and in good company. Hundreds of new brands, designers, and hundreds of thousands of new fashion fans, have made the fashion world BIGGER AND MORE EXCITING THAN EVER BEFORE.





Daria Werbowy on the runway 2007.

## HOT STUFF

# FABULOUS FACES

From Brazilian glamazon Gisele to Russian beauty Sasha – the most iconic faces of the noughties gazed down upon us from the catwalk and covers.

Gisele Bündchen, Kate Moss, Lily Donaldson, Daria Werbowy, Gemma Ward, Carmen Kass, Angela Lindvall, Coco Rocha, Natalia Vodianova, Heidi Klum, Karolina Kurkova, Sasha Pivovarov, Lara Stone, Agyness Deyn, Lily Cole, Karen Elson, Raquel Zimmermann, Freja Beha Erichsen

HOW WILL YOU  
REMEMBER THE FASHION  
YEARS OF 2000–2009?  
“AS BEING A  
LOT OF FUN!”

*Terry Richardson, photographer*



## HOT SPOT

# THE RED CARPET

The place where trends were set and stars were born. Angelina Jolie and Eva Longoria get top prize for impeccable noughties red-carpet dressing.

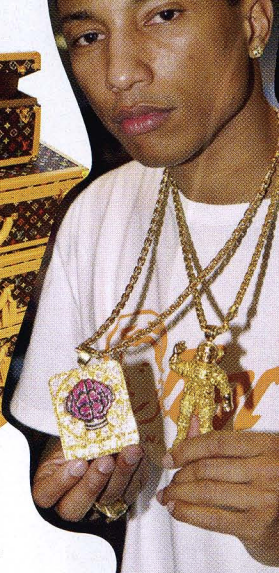




WHICH WAS THE WORST TREND OF THE NOUGHTIES?

**“THONGS!”**

*Stephen Jones, designer*



## BLING-BLING 2000–2004

**Key Words:** expensive watches, heavy gold jewellery, 50 Cent, Louis Vuitton, Dior, Pharrell Williams, Lil' Kim, Paris Hilton, P Diddy

For the early noughties, flashing your cash wasn't just an option – it was the only way. Hip hop culture showed how it was done, with 50 Cent, P Diddy and Pharrell Williams bringing bling-bling to the masses. See shiny shiny watches that cost more than a car, jewellery personalised to your specifications and jeans so oversized they could fit two of you with room to spare. The overall message? The bigger the better, baby.

## HOTTEST TRENDS



## LA BABE/DUDE 2002–2004

**Key Words:** Juicy Couture, Paris Hilton, Britney Spears, belly rings, chihuahuas, Justin Timberlake, Jessica Simpson, Von Dutch, low hipster jeans

For a couple of years in the noughties, New York had to concede its fashion crown – LA became the fashion city of the US. See brands like Juicy Couture, C + C California and enough denim labels to satisfy any jeans addict. Those jeans, FYI, were worn low-slung and, if you're going by style icons like Britney Spears, with as much midriff as possible. Guys can join in too, of course. Just make like the other half of that ill-fated couple – Justin Timberlake: don a trucker cap and embrace facial hair.

## BOHO CHIC 2004–2006

**Key Words:** Sienna Miller, white long skirts, broderie anglaise, Matthew Williamson, low-slung leather belt, gypsy tops, Pucci, Chloé, Frye boots, Nicole Richie, Mischa Barton, Rachel Zoe

It started with Sienna – the patron saint of boho chic and the girl to make everything from cowboy boots to kaftans cool. Her low-slung leather chain belt, meanwhile, saw endless copies across high fashion brands like Chloé to the high street too – and made us all fall a little bit in love with a boho life of country houses, Moroccan rooftops and festivals.

## GOTH 2004–2006

**Key Words:** Marilyn Manson, skulls, crucifixes, Mary-Kate Olsen, Victorian-style blouses, Olivier Theyskens, black kohl, velvet, lace, Rick Owens, Ann Demeulemeester

Looking like you didn't get out much was the height of cool when goth had a moment in the mid noughties. This was the era when Mary-Kate Olsen and Marilyn Manson ruled the roost, with a style dubbed by the media as “homeless chic” but with a whole slice of goth added in. As ragtag as it looks, the style came straight off the catwalk – at Olivier Theyskens, Rick Owens and Ann Demeulemeester. Goth coming out into the limelight? Only in the noughties.



## HOT SPOT

# FASHION ON THE INTERNET

### SHOWS

Once, we relied on six monthly run-downs of the season, spoonfed to us through glossies. Now, before shows are even over, they're on the internet for everyone to see, and have an opinion on. This is thanks to simple sites like style.com and catwalkimages.com, crucial for everyone in fashion or those just interested in it.

### SHOPPING

Buying clothes online is another noughties breath of fresh air – eBay, Net-a-porter and their budget site theOutnet are must-sees for anyone after designer clothes but without the time to go shopping.

### STREET STYLE

The prize, however, has to go to bloggers – as the guardians of the biggest change in fashion. Thanks to sites like The Sartorialist, Face Hunter and Style Bubble, individual style is now back to the forefront of fashion. Bookmarked by designers from Marc Jacobs to Karl Lagerfeld, inspiration comes with a click of the mouse these days.

# STYLE.COM

FASHION SHOWS PEOPLE + PARTIES B

## FASHION MOMENT

### STYLE.COM

SEPTEMBER 2000:  
STYLE.COM GOES LIVE.

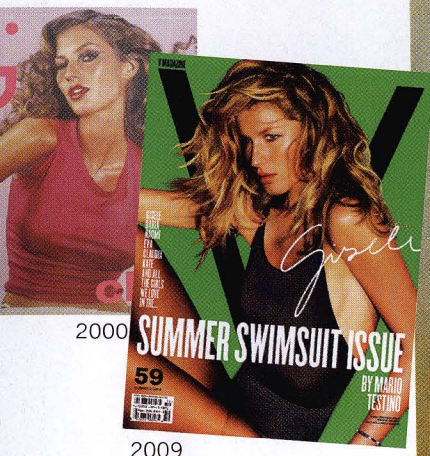
The site would eventually turn the fashion world on its head by making the invite-only catwalk shows available online – and thus accessible to all – only hours after the event.





## NOW & THEN

**ULTIMATE COVER GIRL:**  
FROM GISELE TO GISELE.



2000

2009

**POLITICIANS' WIVES:**  
FROM CONSERVATIVE  
LAURA BUSH TO STYLE  
ICONS MICHELLE OBAMA  
AND CARLA BRUNI.



2000



2009

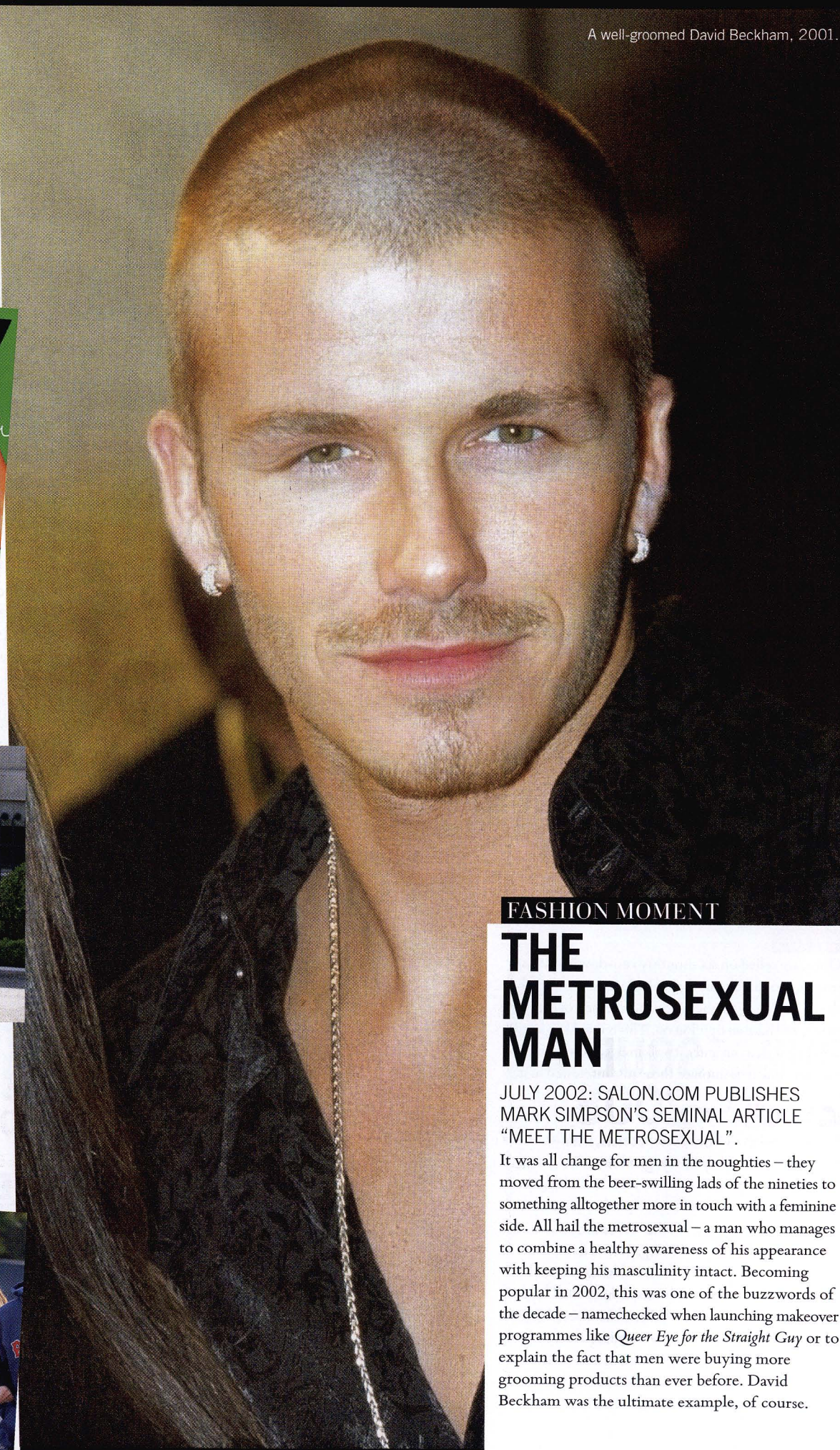
**SKULLS:**  
FROM GOTHIC WEIRD  
TO MAINSTREAM CHIC.



2000



2008



## FASHION MOMENT

# THE METROSEXUAL MAN

JULY 2002: SALON.COM PUBLISHES MARK SIMPSON'S SEMINAL ARTICLE "MEET THE METROSEXUAL".

It was all change for men in the noughties – they moved from the beer-swilling lads of the nineties to something altogether more in touch with a feminine side. All hail the metrosexual – a man who manages to combine a healthy awareness of his appearance with keeping his masculinity intact. Becoming popular in 2002, this was one of the buzzwords of the decade – namechecked when launching makeover programmes like *Queer Eye for the Straight Guy* or to explain the fact that men were buying more grooming products than ever before. David Beckham was the ultimate example, of course.



WHAT WAS YOUR  
FAVOURITE TREND OF  
THE NOUGHTIES?  
“LINGERIE AS  
OUTERWEAR!”

*Dita Von Teese*

## HOTTEST TRENDS

### BURLESQUE 2005–2008

**Key Words:** Dita Von Teese, corsets, fishnet stockings, Dior, Katy Perry, glamorous hair, veiled hats, red lipstick

Who knew taking your clothes off could be so much fun, let alone the height of elegance? If in doubt, look to Dita Von Teese – the mistress of modern burlesque. Trussed up in corsets, fishnet stockings and always with a flick of eyeliner and red lipstick, she led the way by combining stripping with showgirl cool. She’s also left a load of other girls who stick to the burlesque details without the corset – see Katy Perry’s sailorgirl look for evidence.

### NU RAVE 2006–2007

**Key Words:** glowsticks, neon, Bernhard Willhelm, Cassette Playa, M.I.A., London

The original rave scene of 1988 might have seemed like yesterday for some, but Nu Rave showed we were all willing to go party in a field once again. This time around, though, it was more about the spirit of rave relocated to a warehouse near you. The necessary elements? Clashing colours courtesy of American Apparel, Bernhard Willhelm and Cassette Playa, and some beats provided by M.I.A and the Klaxons. Glowsticks at the ready, people...



### THE DIOR HOMMES 2004–2006

**Key Words:** Hedi Slimane, Dior Homme, slim suits, Karl Lagerfeld, Pete Doherty, David Bowie, tight jeans, skinny ties, monochrome colours

A Dior Homme suit was the ultimate badge of honour for boys in the middle of the noughties – if they could fit into it, of course. Designer Hedi Slimane became the go-to guy for unforgiving cuts and skinny silhouettes that made you look like a rock star. It was enough to get Chanel designer Karl Lagerfeld started on his own infamous diet to slim down several sizes, gain rock’n’roll fans like Pete Doherty and Johnny Borrell and even women including Madonna and Carine Roitfeld. So that should be homme and femme, then.



### THE SUPERGIRLIES 2006–2008

**Key Words:** Sofia Coppola, Kirsten Dunst, ballerina slippers, Marc by Marc Jacobs, A-line dresses, Erin Fetherston, ribbons and bows

A pair of over-the-knee socks became the hero item for a certain group of girls around 2007. These were the thing to wear with your smock dress, Peter Pan collar and platformed wooden shoes. If in doubt, look to the girls that do it best – Michelle Williams, Alexa Chung, Kirsten Dunst – read their style bible *Lula* and shop at their favourite labels, Chloé and Marc by Marc Jacobs.



# THE BIG FASHION BANG

## HOT STUFF A DECADE IN DENIM

### 2000 – HIPSTERS

Still stuck in the nineties, boot-cut and hipsters ruled the roost.



### 2002 – SKINNIES

Under the influence of the Strokes-inspired skinnies, the silhouette of the decade, appears.



### 2006 – WIDE-LEGGED

Complete with high waists – threaten to knock the skinny jean off its pedestal.



### 2008 – BOYFRIEND

Loved by Katie Holmes, these baggy numbers meant what you found on the bedroom floor was positively chic.



### 2009 – DISTRESSED

Riding on a stadium rock wave, and influenced by Balmain's \$3,000 versions – these jeans feature rips, bleach and skintight shape.



### HOT HAIR

## THE ANISTON

REMEMBER THE HAIR DO THAT GOT US ALL INTO CERAMIC STRAIGHTENING IRONS?

Jennifer Aniston at the 2006 Academy Awards.



### DÉJÀ VU

## RETURN OF THE SUPERMODELS

Naomi, Linda, Eva, Claudia... In the end of the decade the Supers of the nineties made a great comeback.

### FASHION MOMENT

## FROM THE CATWALK TO THE HIGH STREET

NOVEMBER 2004: THE LAUNCH OF KARL LAGERFELD FOR H&M. Designer goods used to be the ultimate in unattainable for most of us – clothes with three figure price tags that we could only dream of owning. That changed in the noughties thanks to a great idea: designers hooking up with high street stores to create ranges at prices we could all afford and all flocked to buy.





WHAT WAS YOUR  
FAVOURITE TREND OF THE  
NOUGHTIES?  
"THE RETURN OF  
CLASSIC TAILORING."

Robert Johnston, associate editor GQ

## TOP 10

# FASHIONABLE FOOTWEAR

Footwear defines a decade like nothing else. Here are some shoes that gave us blisters in the noughties.

### GLADIATOR SANDALS

The noughties trend that refuses to die. Originally spotted in 2004. Five years later they're still going strong.

### POINTY STILETTOS

Now as outdated as the skirt suits they were paired with in the early noughties.



### KITTEN HEELS

An Anna Wintour fave and Manolo Blahnik special, they had their moment in the sun in 2003 when Manolo reintroduced them. Thankfully we haven't seen them since.

### CHEAP WHITE PLIMSOLLS

Razorlight first championed them in 2006. Still loved by indie bands everywhere.



### BALLERINAS

The ultimate walk-anywhere skinny jean companion. Saved many a fashionista foot this decade.

### PIXIE BOOTS

A Kate Moss special, these flat scruffy boots became de rigueur footwear for a (very short) moment around 2008. Predictably, they never looked quite as good on anyone else.

### COWBOY BOOTS

Worn by the likes of Pamela Anderson and Paris Hilton with little more than a belt as a skirt and a yee-hah Tee, these are of a time. Around 2005, we reckon.

### SCULPTURAL

Heels in the noughties went through many a transformation. Outsized was one of them.

Circa 2006 we saw chunky at Miu Miu, wonky at Louis Vuitton and moulded at Nicholas Kirkwood.



### NO HEEL AT ALL

Shoes can score headlines when they turn heads. See Victoria Beckham in Antonio Berardi's heel-less numbers this year.

### UGGS

The ultimate in comfort footwear. And a true crime against fashion.





## HOTTEST TRENDS



### THE ROCK STAR 2008

**Key Words:** Alice Dellal, torn fishnets, kohl, Balmain, Rodarte, leather jackets, ripped and torn garments, PVC, Dr Martens, stilettos, black, black, black

Being a girl in a band is no easy feat – so, for a certain time in the late noughties, a lot of girls just faked it. The rock chick look came back with a vengeance thanks to a new icon: Alice Dellal. With an undercut haircut, ripped denim, fishnets and DMs, she was the perfect rock chick for a new generation.

### THE OLD MAN 2008–2009

**Key Words:** Bow tie, brogues, Andre 3000, Kanye West, geeky glasses, hats, Thom Browne, colourful socks, Alber Elbaz, Band of Outsiders

Dressing like your grandad became something of a male trend at the end of the noughties. See Kanye West – a man decked out in the finest of suits, often with a flash of coloured sock – a look not often seen outside of the wardrobes of old men wandering the streets of Milan (now spotted on style blog The Sartorialist too). For other options, look to Lanvin designer Alber Elbaz and his omnipresent bow tie and nerd specs, or Band of Outsiders – a New York label dedicated to dressing old before your time, in the hippest possible way of course.

### EIGHTIES REVIVAL 2007–2009

**Key Words:** shoulder pads, neon, Balmain, Marc Jacobs, oversize jackets, leggings, Ray-Ban Wayfarers, Lady Gaga

Never has one decade loved another more than the noughties loved the eighties. The street culture was plundered endlessly – with Ray-Ban Wayfarers, leggings and leotards becoming essential through the aerobics revival of American Apparel. The designers of the eighties – Alaïa, Montana and Lacroix – have also seen their eBay stock rise, and references to their looks have appeared everywhere from Marc Jacobs to Balmain.

### UPPER EAST SIDE 2008–2009

**Key Words:** *Gossip Girl*, penny loafers, hairbands, prom skirts, Marc Jacobs, Pringle, Burberry, Alexa Chung, Leighton Meester, The Sartorialist

In hipster land at the end of the noughties, tailoring (once the preserve of the older generation) has become the uniform of cool teens everywhere – seen at Burberry and Marc Jacobs, and on Chuck Bass in *Gossip Girl*. Girls, meanwhile, will love big hair, prom skirts and a back-stabbing face à la Blair Waldorf. Till next time, Upper East Siders xoxo.



HOW WILL YOU REMEMBER THE  
FASHION YEARS OF 2000-2009?

**"A TIME WHEN WE  
LOOKED TO THE  
PAST EVEN MORE."**

*Susanna Lau, Style Bubble*

## HOT STUFF

# THAT'S IT

The term "it-girl" was invented in 1927 to describe Clara Bow, the movie star of the moment. But it was in the noughties that it went everywhere. It-girls were matched with it-boys, making up it-couples and even it-families. All these it-people were obviously wearing it-garments. So it-bags and it-shoes was what we all hungered for.

## COOL IT-GIRLS

Kate Moss, Jessica Simpson, Agyness Deyn, Alexa Chung, Mary-Kate & Ashley Olsen, Mischa Barton, Sienna Miller, Chloë Sevigny, Peaches Geldof, Lindsay Lohan, Paris Hilton, Nicole Richie, Rihanna

## HOT IT-BOYS

Pete Doherty, Jethro Cave, Julian Casablancas, Jude Law, Robert Pattinson, Hedi Slimane, Daniel Radcliffe, Kanye West

## HYPED IT-BAGS

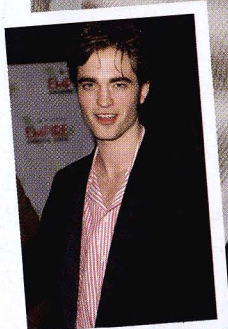
The Birkin, The Kelly, The Bayswater, The Baguette, The Paddington, The Muse, The Spy, The Stam, The Mabel, The Speedy

## FAMOUS IT-COUPLES

Brad & Jen, Tom & Nicole, Kate & Pete, Cameron & Justin, Posh & Becks, Reese & Ryan, Leo & Gisele, Johnny & Vanessa

## HAPPY IT-FAMILIES

The Osbournes, Brangelina, The Geldofs, TomKat



It girl Kate with it bag Kelly, 2006.



# Lady Gaga

In the space of just a year, she has gone from go-go dancing in the clubs of New York to conquering the world with trouserless glamour and a succession of hits. Party princess Lady Gaga talks about her fashion rebellion against the teachers at a Catholic girls' school, her love of Grace Jones and her favourite party outfit of all time...

WORDS: Anja Cronberg

**M**any performers have been hailed as the new Madonna, but few present as strong a case as Lady Gaga. The cheeky 23 year old from New York has shaken the world's hips with her megahits *Just Dance* and *Poker Face*. Nobody who listened to radio or went to a club in 2009 can possibly have missed her infectious electro disco. Like the young Madonna, she has quickly acquired both fans and enemies. Some called Lady Gaga vulgar for shooting fire from her bra at the Glastonbury Festival, but most praise her irresistible hits and fanciful outfits. She appeared on the cover of Rolling Stone in a Hussein Chalayan dress made of transparent plastic bubbles. The fashion world loves Lady Gaga. And Lady Gaga loves fashion.

— I feel very rooted in the fashion community, she says. I'm a glamorous woman and I believe in a glamorous life. Through fashion I can project what I want to become. In the Hussein Chalayan bubble dress, I could really feel myself turning into the rock goddess I've since become. This is what fashion can do for you.

Lady Gaga dresses equally extravagantly whether she's on stage or out among the paparazzi. Her incredible wardrobe has included a short-short knight's dress of burnished steel, a bra made of disco balls, and wigs in every colour of the rainbow. Lady Gaga is much inspired by club fashion. Among established designers, her favourites include Alexander McQueen, Jean Paul Gaultier and Marc Jacobs. But she loves to invent her own accessories, as she did when she confounded







"I LOVE A GOOD HOUSE PARTY. MY 'JUST DANCE' VIDEO WAS INSPIRED BY ALL THE GREAT HOUSE PARTIES I'VE BEEN TO IN BROOKLYN OVER THE YEARS."

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"WE ALL HAD TO WEAR UNIFORMS, WHICH I WAS CONSTANTLY TRYING TO GET PAST BY ROLLING MY SKIRT UP TO MAKE IT SHORTER OR WEARING BRIGHT RED OR PINK LIPSTICK."

the world's fashionistas by tripping around with a teacup. No rules govern Lady Gaga's style – except perhaps that she rarely wears trousers.

– It's so much easier to dance without them! Also, I do it for my grandmother. She's very old and almost blind by now, but she can still make out areas of light. With my blond hair and bare legs she always recognises me.

#### What's your favourite decade in fashion and music?

– The seventies, when glamour and vanity weren't bad words.

#### Does any style icon inspire you?

– I love Grace Jones for her strength and her fearlessness. She manages to be a blank canvas at the same time as she has always been iconic in her persona. Being iconic has always been more important to me than being feminine.

**L**ady Gaga was born Stefani Joanne Angelina Germanotta in Yonkers, north of New York City. Like Madonna, she grew up in a family with Italian roots. When she was eleven, her parents sent her to a Catholic girls' school in Manhattan.

– We all had to wear uniforms, which I was constantly trying to get past by rolling my skirt up to make it shorter or wearing bright red or pink lipstick. Once I remember being sent home to change after turning up in thigh-high boots. I couldn't wait to leave and be free!

After leaving school, Lady Gaga began appearing in burlesque shows at clubs in lower Manhattan. Her performances gained her a contract with Interscope, a record label that initially took her on as a songwriter for artists like the Pussycat Dolls and Britney Spears. Like Madonna, Lady Gaga has a knack for surrounding herself with the right people. She found the perfect songwriting partner in Swedish producer RedOne, who helped with her successes *Just Dance* and *Poker Face*. She has established her own creative collective under the name Haus of Gaga. It includes superstylist Nicola Formichetti and Lady Starlight, a DJ who has been with Gaga since her very first shows.

– The Haus of Gaga consists of the youngest, brightest talent I've been able to find. We all share the same creative vision. There is a core of five or

six creative people, and we also work with local underground artists depending on where we are. These are the people who transform the dreams I have into reality. I love my Haus! I would die for them!

Lady Gaga works hard but she keeps coming back to the clubs for inspiration, and her favourite partners in partying are her friends from the Haus of Gaga. When I ask for her best party advice, she is quick to say that keeping friends close by is most important of all. It takes her a little longer to answer when I ask about the best party she has ever been to.

– I've been to so many! Most of them have been at this bar I used to work at on Rivington Street in New York called St Jerome's. I've had some pretty wild nights there! Otherwise I love a good house party. My *Just Dance* video was inspired by all the great house parties I've been to in Brooklyn over the years.

#### Can you remember the best party outfit you've ever worn?

– I can! It was New Year's Eve 2007 and I was partying at St Jerome's with Lady Starlight, my partner in crime. I was wearing this incredible outfit I made myself – which adds another layer to my satisfaction. It was a teeny-weeny white bikini that I had sewn mirrors and hot pink feather trimmings on to. As the night wore on I started pouring beer down my front for a laugh and ended up looking less like a sexy lady and more like a giant wet bird.

### LADY GAGA'S PARTY TOP FIVE

#### Best Party Outfit

A wig

#### Best Party Song

Glasvegas' "Daddy's Gone"

#### Best Party City

New York

#### Best Party Styling Tip

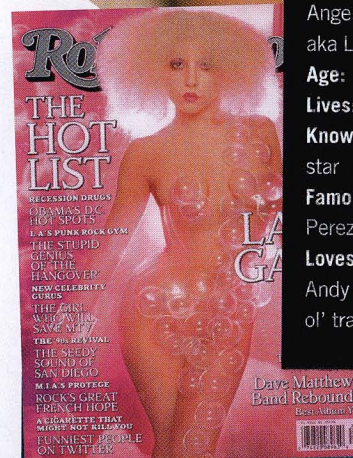
Always the idea never the cost

#### Best Party Store

Whenever my stylist Nicola Formichetti comes to town with his suitcases!



**Name:** Stefani Joanne Angelina Germanotta, aka Lady Gaga  
**Age:** 23  
**Lives:** New York  
**Known as:** Kick-ass pop star  
**Famous friends:** Akon, Perez Hilton  
**Loves:** Wigs, her fans, Andy Warhol and a good ol' trashy party







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# Happy new year!

A New Year means new opportunities. H&M Magazine and our celebrity friends provide our 25 top tips for a great 2010.

1. Fall in love!

2. Learn how to make a scrumptious chocolate dessert to perfection.

**3. "FIND YOURSELF AND YOUR OWN UNIQUE SIGNATURE STYLE RATHER THAN TRYING TO BE 'OF THE MOMENT'."**

DITA VON TEESE, BURLESQUE QUEEN

4. Take a dance class.

**5. "DON'T DREAM IT, BE IT."**

STEPHEN JONES, DESIGNER

6. Go to the movies during the daytime.

7. Call your friends instead of texting them.

**8. "YOU HAVE TO TAKE RISKS. WE ONLY UNDERSTAND THE MIRACLE OF LIFE FULLY WHEN WE ALLOW THE UNEXPECTED TO HAPPEN."**

PAULO COELHO, NOVELIST

9. Send postcards.

**10. "LISTEN TO LOUD MUSIC AND LET YOUR HAIR DOWN."**

PIXIE LOTT, SINGER

11. Go to as many picnics as you can, and don't let bad weather discourage you – have a picnic on your living room floor.

12. Fly a kite on a windy day.

13. Record the sound of the summer and play it in your iPod in the dark months.

**14. "WEAR A FABULOUS SMILE, GREAT JEWELLERY AND KNOW THAT YOU ARE TOTALLY AND UTTERLY IN CONTROL."**

DONATELLA VERSACE, DESIGNER

15. Find a new favourite song.

16. Wear glittery eyeshadow on a rainy Tuesday.

**17. "HAPPINESS IS A STATE OF MIND. JOY IS A STATE OF HEART. I PREFER JOY!"**

ELLE MACPHERSON, SUPERMODEL

18. When in doubt – always dress up.

**19. "EXPRESS YOURSELF THROUGH YOUR FASHION AND NAILS."**

SOPHY ROBSON, CELEBRITY MANICURIST

20. Do things that scare you every once in a while – for the endorphin kick and the sense of pride afterwards.

**21. "EAT HEALTHY. EXERCISE REGULARLY AND LISTEN TO REALLY GOOD MUSIC."**

PEREZ HILTON, BLOGGER

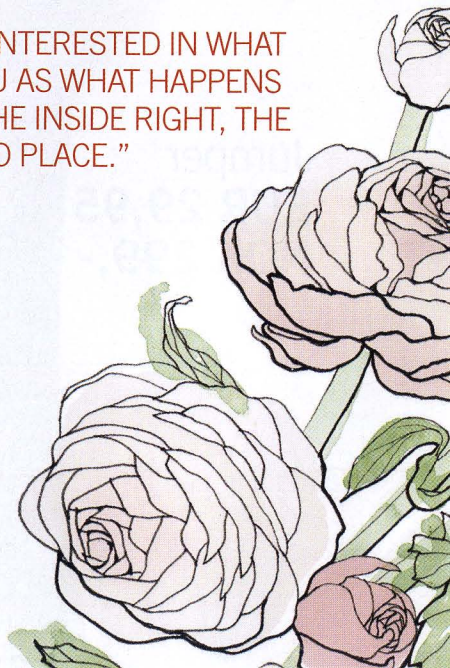
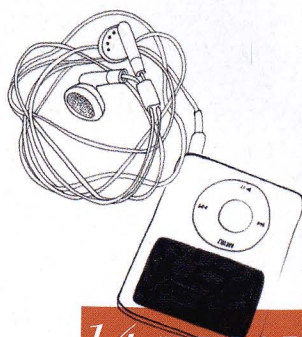
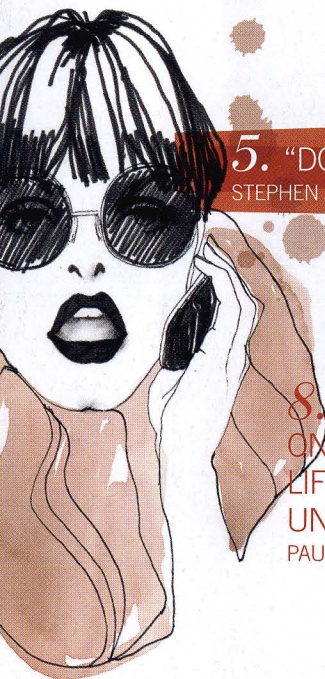
22. Think harder. No, harder than that!

23. If nobody buys you flowers – buy them for yourself.

**24. "BE AT LEAST AS INTERESTED IN WHAT GOES ON INSIDE OF YOU AS WHAT HAPPENS OUTSIDE. IF YOU GET THE INSIDE RIGHT, THE OUTSIDE WILL FALL INTO PLACE."**

ECKHART TOLLE, SPIRITUAL GURU

25. Be kind.

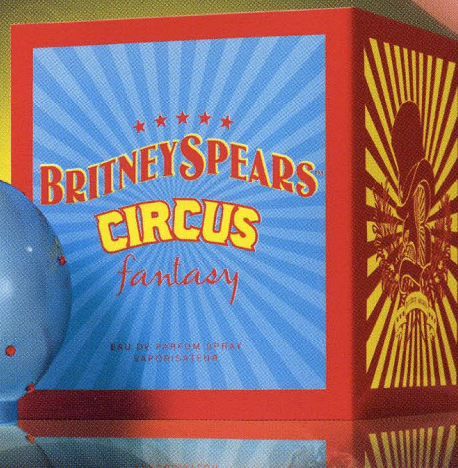




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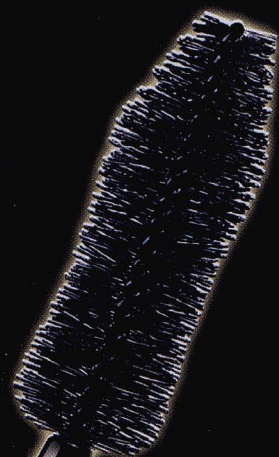


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