

VAROOM!

VAROOM 28: Illustration Report

Illustration, Culture, Society – Winter 2015

The *Fashion* Issue



When is that perfect moment of Fashion, when you could be perfectly, 'in Fashion'?

This is the kind of offbeat musing that Fashion projects often provoke. And **Varoom 28** features many extravagantly offbeat visual ideas, from **Prada's** use of illustration, via Zoë Taylor's feature on Fashion and Film which includes images created from a games engine by **Reed + Rader**, to Teal Triggs' story of the uncommonly fabulous **Flair magazine** which ran for a single year, to our exclusive extract from Lucienne Roberts and Rebecca Wright's new book that identifies and illustrates the differing dress worn by over 40 Catholic nuns.

Bridget Strevens-Marzo gives us a window on the different Children's book fashions in the UK and France, and reflects on some timeless visual traits and more recent fashions.

A hugely inventive book, **Women In Clothes** explores with creative wit our many-layered relationships with clothes: in **Clothes Tell Stories** we talk to one of the editors, Leanne Shapton, who has a history of making work that rethinks how to use images in narrative. **Thorbjørn Ankerstjerne** and his alter ego 'Lula' talk to **Varoom** about his **Herself** magazine, "It's not meant to look as if it's created by an illustrator."

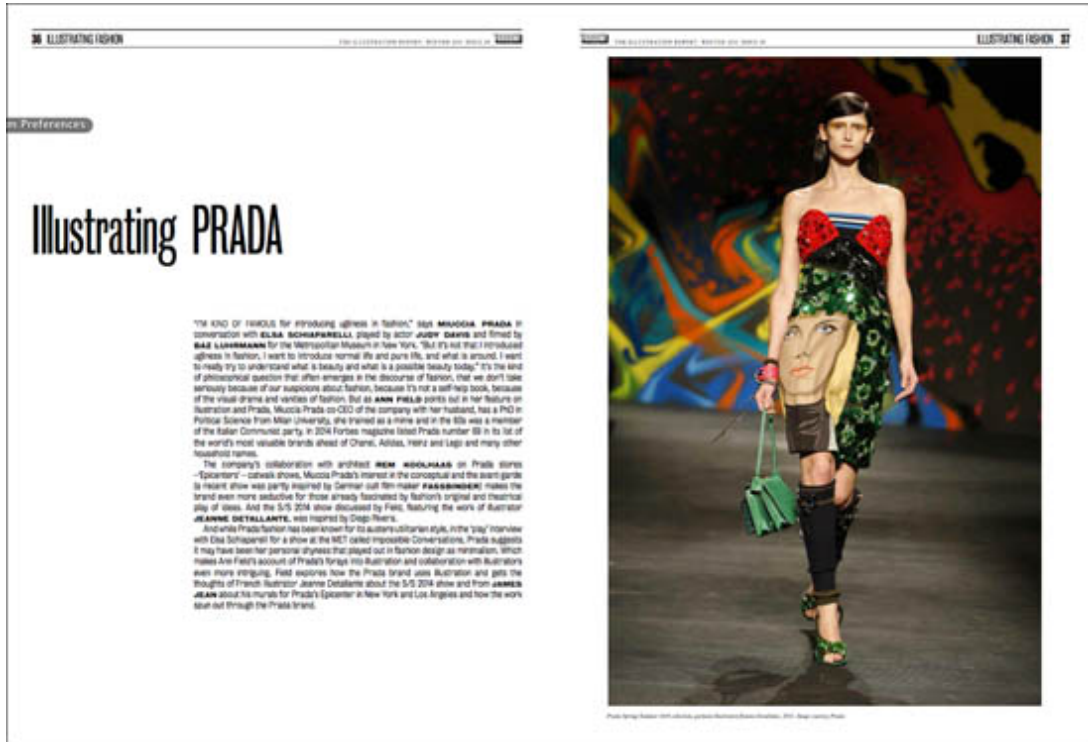
"I love fashion, the promise of renewal each season," says New York illustrator, **Richard Haines**, in **Varoom's** Reportage section, **Street Styling**. Haines brings his approachable feeling for fashion to street sketches of people on their way through the city,

In **I Wish I'd Done That** renowned fashion illustrator **Jason Brooks** selects a fashion illustration for smock dresses created by **Antonio Lopez** for British Vogue in 1970.

Regular contributor **Marian Bantjes** delivers an enigmatic uniquely crafted double-page image, and columnist **Paul Davis** takes his cutting scissors through fashion trends, rip-offs and the need for new clichés. **Quentin Jones** created Varoom 28's striking cover image.

**Varoom 28:
Illustrating Prada**

Varoom explores how the Prada brand uses illustration and interviews French illustrator Jeanne Detallante about the S/S 2014 show and James Jean about his murals for Prada's Epicenter in New York and Los Angeles and how the work spun out through the Prada brand.



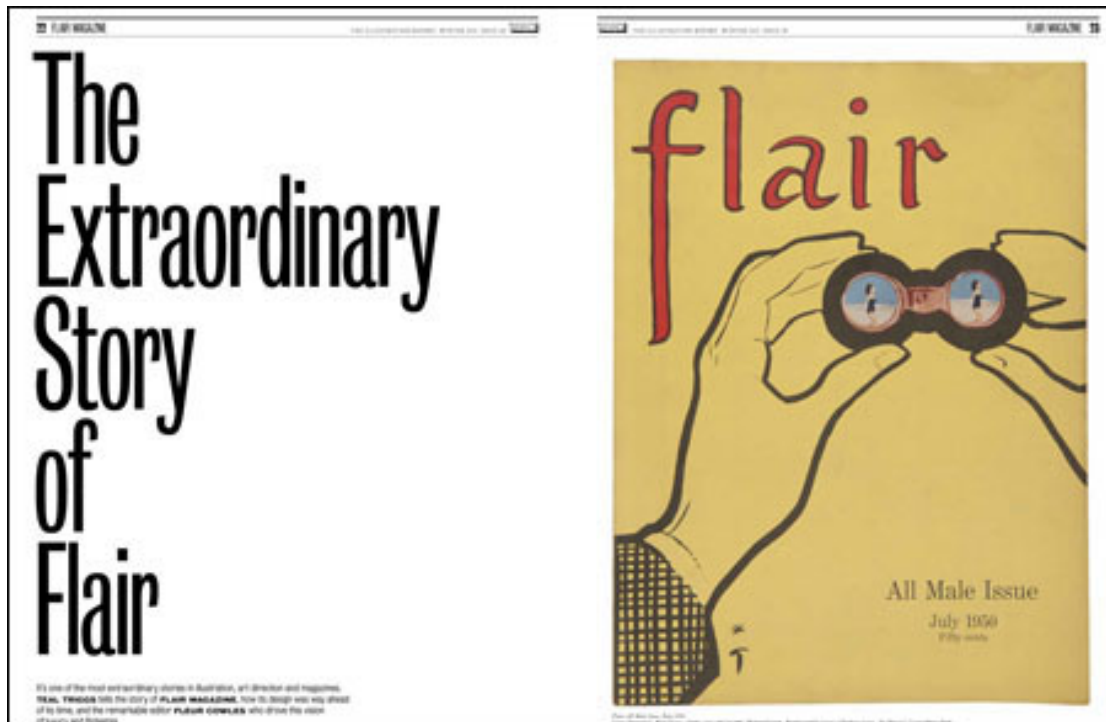
6 Fashions in Children's Books

We all have deep attachments to the illustrated stories and characters of our childhood, but image-making fashions change. Varoom investigates different fashions in children's books in the UK and France, and reflects on some timeless visual traits and more recent and future fashions. Illustrators featured include Herve Tullet and Helen Stephens.



The Extraordinary Story of Flair

It's one of the most extraordinary stories in illustration, art direction and magazines. Varoom tells the story of *Flair magazine*, how its design was way ahead of its time, and the remarkable editor Fleur Cowles, who drove this vision of luxury and Bohemia.



NOTES TO EDITORS

Please reference *Varoom 28* if you mention any of the content in press or blogs. Thank you.
varoom-mag.com

Varoom – Illustration, Culture, Society

Published by the Association of Illustrators four times a year. *Varoom 28 Winter 2015*, 64 pages, available in specialist bookshops and assorted news stands in the UK, Europe and other countries, retail price per issue £8, subscription (4 issues) £24 (outside UK £39).

Varoom is edited by John O'Reilly and art directed by Fernando Gutierrez at Studio Fernando Gutierrez



**Association
of illustrators**

Association of Illustrators

Established in 1973 to promote illustration, advance and protect illustrators' rights and encourage professional standards. It has successfully increased the standing of illustration as a profession and improved commercial and ethical conditions of employment.

For further information or images please contact Derek Brazell on 020 7759 1013 or email derek@varoom-mag.com or visit our website: theaoi.com/varoom-mag.com

The Association of Illustrators, West Wing, Somerset House, Strand, London WC2R 1LA