

Sevyle
ISSUE VIII



Letter from the Editor

Inspiration for Semple has always come from a diverse array of themes. We've travelled the globe, explored the deepest depths of the mind, and looked to the future; but then we had a thought. Why look so far and delve so deep when often the best ideas are right on your doorstep. Issue VIII puts the spotlight on our eccentric capital and all it has to offer. London is avant-garde brands (page 31), diversity of character (page 8), and charming tradition (page 34) found nowhere else in the world.

The Issue VIII photo shoot is an androgynous descent into fashion, influenced by the dapper English gent and the best street style around, all played out on the iconic streets of Primrose Hill (page 20).

Here's looking at you London.

Jenna

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Tailor made in England

JENNA JONES

Fashion can be fickle. What's 'on trend' one day can become fashion road kill in the blink of an eye and as much as we probably don't like to admit it, we are all slaves to the style alter. We're always told by our elders to keep hold of precious items because one day everything comes back in fashion, yet it seems there's only ever been one true trend that defies time and place. A trend that when all other trends have come and gone will still be standing as strong as ever; not a lapel out of place or a seam left unstitched. Of course that trend is tailoring. People come from far and wide, each craving that elusive bespoke fit that is so often imitated yet rarely achieved. Because nowhere does it quite like us Brits and at the heart of Westminster lies the holy grail, London's Savile Row.

Having earned her stripes under the tutelage of Gieves & Hawkes, Kathryn Sargent became the first woman ever in the history of Savile Row to rise to the esteemed position of head cutter. Sargent,

who has since gone on to open her own independent house, explains why London itself is so important to not only her brand but the craft itself. "London and Savile Row are the true centre of the British tailoring world, here the craft has been nurtured and cared for over many centuries. For the Kathryn Sargent brand it is essential, while having a modern and ever adapting approach to design, to be part of this tradition and to be linked to the history of the craft, Savile Row, Mayfair and London. Savile Row and the British suit are international icons of design."

For Charlie Allen, a quintessential modern British tailor and the third generation of his family to work in the craft, being based in London is key. Stating that if you are not based here "your brand is at a disadvantage" as London has become renowned for its tailoring credentials through centuries dedicated to quality design and craftsmanship.





Photography courtesy of Kathryn Sargent

But of course it couldn't just be London alone that cemented the craft into fashion history. For Sargent the reason behind the timelessness of tailoring is in the way the clothes make us feel, the confidence they embody, and the air of professionalism they exude. "Through time people have learnt to appreciate the adaptability and durability of good tailoring; clothes that allow you to dress them up or down and allow you to move from day to night or from formal to informal with ease. Quite simply I think it is this multifaceted role that good tailoring plays, as well as its ability to incorporate and endure changes in style, that has allowed it to become so timeless."

The key to such fine tailored garments from both Savile Row and other London based tailors is the beauty of bespoke. No expense is spared and no length of time is ever too long when it comes to creating that perfect piece of artisanship. For Sargent this distinct detail is what sets the craft apart, as tailors and their customers come together to create a garment that will forever be so much more than just another item in their wardrobe.

"The art of bespoke tailoring creates a garment that enhances your good features and flatters your shape. We always work to tailor and fine tune the garment to ensure the perfect look and fit. In ordering a bespoke garment you get to have a direct hand in influencing the design, choosing the cloths, linings, and buttons but also in working to ensure that in consultation the garment is fit for its purpose," explains Sargent.

Much like anything which can stand the test of time, it must evolve in order to stay relevant, whilst remaining true to its fundamental roots. Sargent explains how this advancement within the craft has shaped the Savile Row we still know and love to this day. From the days when each house serviced a specific need such as day wear,

evening wear, and riding to international investments which have enabled great old firms to remain pioneers in their field. "The craft of tailoring and Savile Row in particular have always moved with the times, changing who they service and adjusting to incorporate modern elements into the style of the garments. At its core the trade of course remains the same; handmade garments made in collaboration with their clients."

To satisfy the demand of fast fashion, many London tailors have also begun to branch out into the realms of ready-to-wear in order to satisfy the need for instant style, whilst appealing to a wider market. Yet this is an avenue that Sargent will not be contemplating anytime soon. "At Kathryn Sargent we focus only on bespoke and we don't work with a house style, as we believe in working with the client to find their own specific look that works for them. Tailoring will continue to adopt new cloth technologies, adapt to changing styles, and to work with the ever changing needs of our clientele."

Much like a classic car or a piece of vintage jewellery that you just can't bear to part with, a well tailored garment is something to cherish. Whether young or old, female or male it will forever be a go-to piece that will never let you down. The joy of bespoke is just as exciting, personal and fulfilling today as it was yesterday and will remain to be for many centuries to come.

London - the city of diversity

TASHA ARTWELL

Illustration courtesy of Iris Van Gelder

Diversity is a paint palette full of colours. It's flavoursome, enriching taste buds and awakening new sensations. Diversity is unassuming and welcoming. It's the teacher in a classroom sharing priceless knowledge. Diversity is individualism and a community alike. It is powerful and expressive and becomes a familiar face. Diversity is a haven, a melting pot, of a million narratives.

Take a walk with me. See the market stall parade on Portobello Road, or get a taste of Spain at the renowned Borough Market. Take a trip to the Middle East on a stroll along Edgware Road, or celebrate the Chinese New Year with thousands of others, colourfully dancing through the boisterous streets of London. Sometimes the best way to explore a city is by foot, to breathe in the smell of a multicultural food market on a buzzing Saturday, or to explore a museum bursting with history and culture. London is the city where you can get lost in a number of countries in as little as a day.

London is a city that protects the pages to so many stories in one big glorious leather bound book. We walk the same pavements and we witness the same sites of our delightful city. And although our backgrounds may differ, our upbringings will vary and our skin colours come in an array of wonderful shades, as human beings searching for the ultimate goal of obtaining happiness, we are exactly the same.

A mixture of our differences and the strength in our similarities is what quintessentially decorates the boroughs of London. We are friends. We share our days entwined in commutes and our weekends socialising with our loved ones. We perhaps watch the same shows, share the same likes and interests; we breathe the same air and drink the same water. We live under the same roof of the indecisive and unpredictable London skies.

What makes London so inviting is that as people we want to learn. We want to be involved in one another's cultures, we want to understand and explore. We all have tales that got us to where we are now; we all have memories that make us the people we have become. For many of us it's often laced with an infused mix

of culture and friends that claim a chapter in our lives, and that's what makes London so delightfully distinctive. We embrace the crossing of paths because they are the foundations to the London we know and love today.

In one day you can experience China, visit the past and be transported into the future. You can taste the Caribbean at the famous Notting Hill Carnival, or experience Korea through the London Korean Festival. You can have eye opening conversations with the most incredibly insightful people; a poignant interaction that becomes enmeshed in our subconscious enough to last a few lifetimes over. The list is endless as we limitlessly celebrate every single tradition with pride.

Like a rainbow, London's people come together and unknowingly create a beautiful sight to its onlookers. London shines with bright, bold and beautiful characteristics. It is 300 languages, a collection of colour, faith and diversity that make up our society. It's never dull but always fascinating.

If London were a person she would stand tall, she would wear what she wanted, when she wanted. Although she would have her down days too she would look at her city through inspired eyes and keep her head up high. She would be trilingual and love to sing and she would never be caught without a book in her bag. If London were a song it would be a celebratory song that makes you tap your feet and raise your arms. The sound we hear would be a mix of genres that come together to align in perfect harmony, inspired by the people that came before us and those that stand in front of us.

Diverse-city is London, and proudly too.





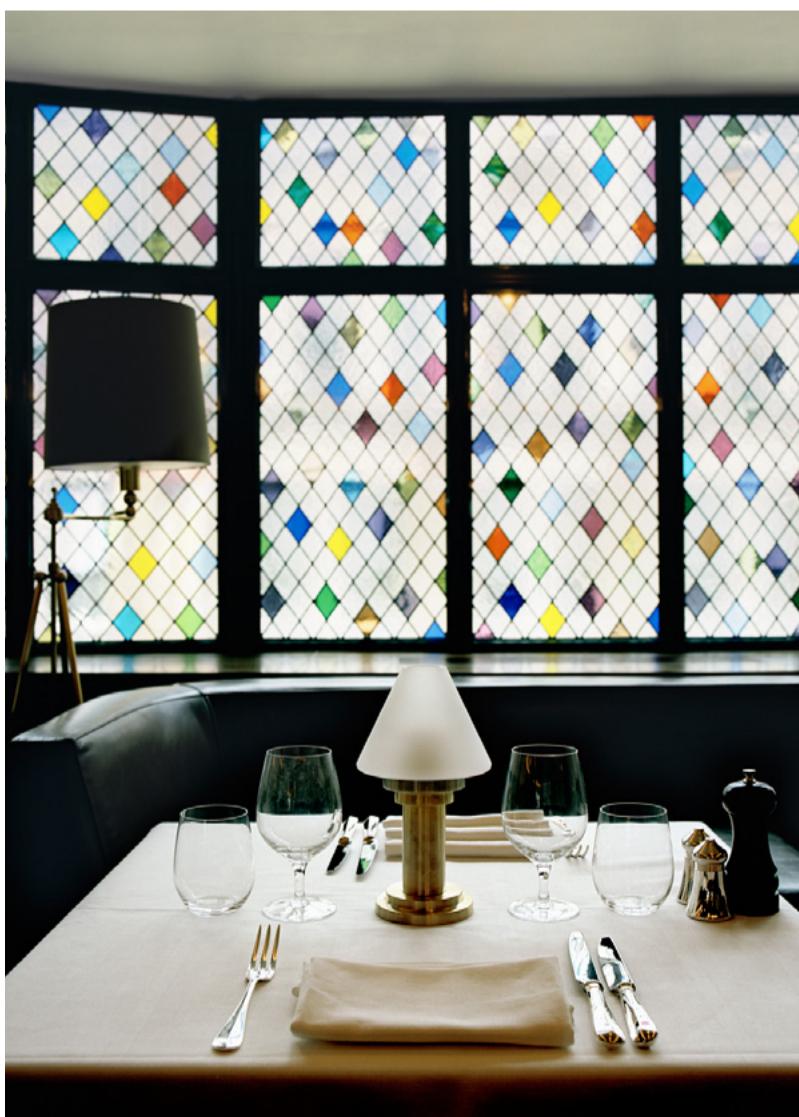
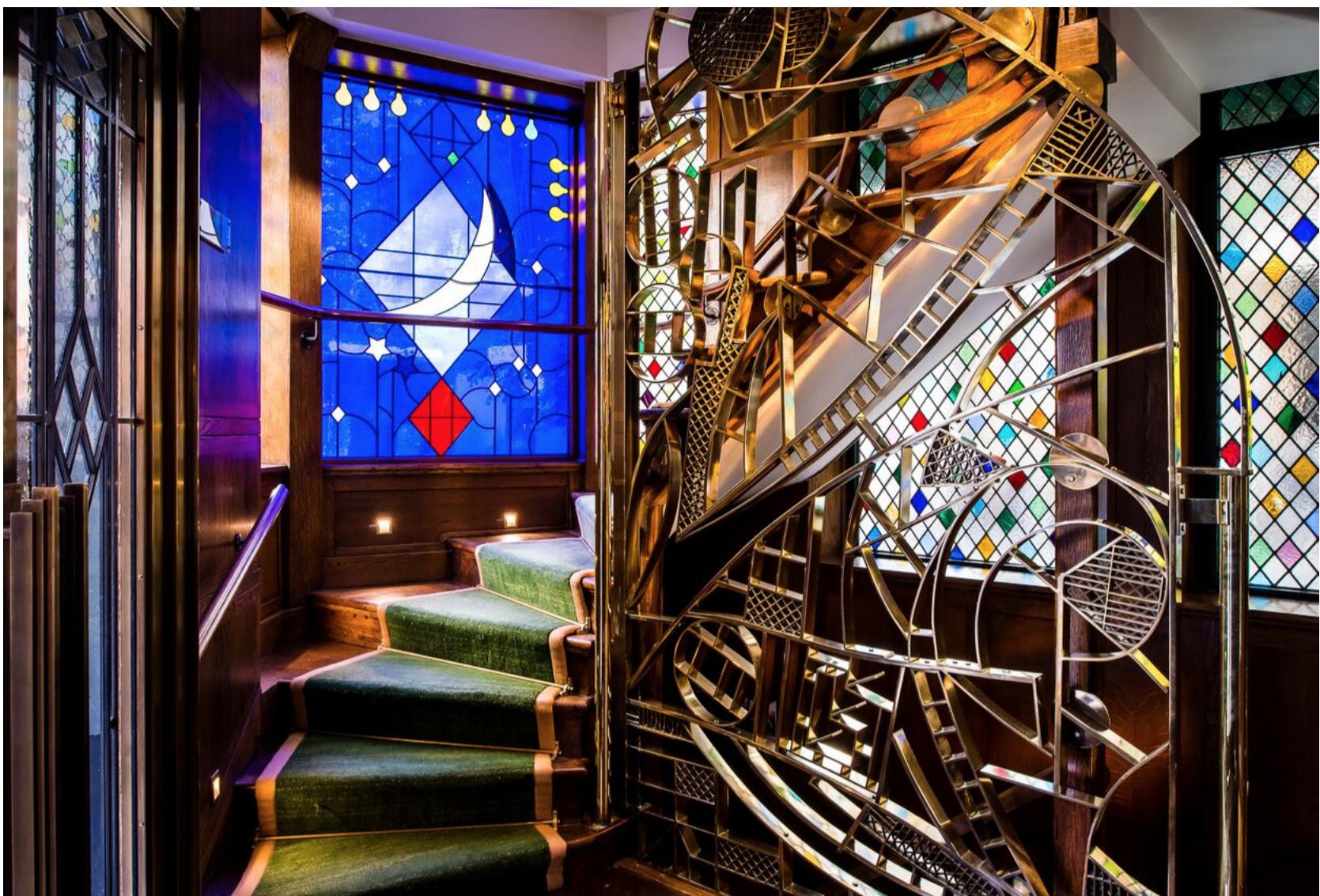
Join our club

MARNI BANKS

Were you ever part of a club at school? Brownies, Cadets or the school swimming team perhaps? No matter which club you were a part of, being a member gave you a sense of pride, empowerment and belonging. Bringing like minded people together and creating a society stronghold is an ever-growing trend, and London is home to some of the most prestigious private members clubs in the UK. We couldn't resist finding out more about the opportunities these venues offer for the local city dweller, so we thought who better to ask, than Fernando Peire, Director of The Ivy & The Club at The Ivy.

Neighbours and good friends of Semple, The Ivy in Covent Garden is a fresh and imaginative Art Deco oasis in the heart of the West End. With its discrete entrance and iconic stained glass windows, The Ivy is a weekly go-to for many of the cities most creative professionals. However, busy schedules, fast paced society and the frequency at which we change jobs, homes and locations, has made finding a community in which you feel a part of a tricky thing. Loneliness, something we've addressed in this issue, is a growing problem especially in London, so what brings these people together in the first place?

"What unites our customers, we think, is a mindset. Above all else, they come to The Ivy to have a good time; they are not just there for the food or because it's the place to be seen. They come as much for the atmosphere and the service as for the food. The Ivy is not a temple; it's a fun place."





Photography courtesy of The Ivy

Location then must be a huge factor when establishing a member's club. Why was Covent Garden such an important location for you to launch The Ivy?

"When my old bosses Corbin and King (of Wolseley and Delaunay fame) bought The Ivy in 1998 it was with the firm idea of turning it once more into London's premier theatre restaurant just as it had been in the 1930s and 40s. Being located so close to the media centre that is Soho, we not only achieved that but we also became London's number one restaurant for the 'media power lunch'. We now also have a second, more casual restaurant, in Covent Garden."

Peire describes The Ivy as a place with "a lovely, infectious buzz, filled with the sound of people enjoying great conversation", and this is something that struck a chord with us at Semple, because that's what's most important isn't it? Conversation, exchange of ideas, and relationships. Surely these are where the riches in life lie, and who wouldn't want to be a part of such a club?

The Ivy have also recently revamped the main restaurant on the ground floor, targeting a younger clientele such as the likes of you and me. "The new, central, dining bar at the restaurant is a magnet for the younger generation, which has been dining at restaurant bars for the last ten years or so and enjoys that casual environment and closer relationship with the bartender. We always make sure that we are aware of, and reflecting, dining trends but we do not aim to be trendy. In fact we quite like being off-trend."

Our eyes lit up at this very moment. Championing their own style and brand, The Ivy are a proud, cohesive and grounded establishment. So if that didn't answer our final question already, why are more and more people being drawn to these services?

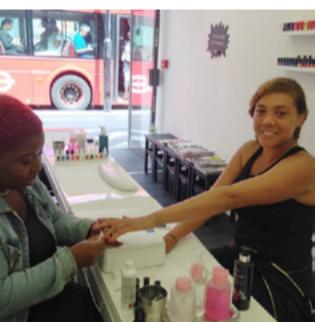
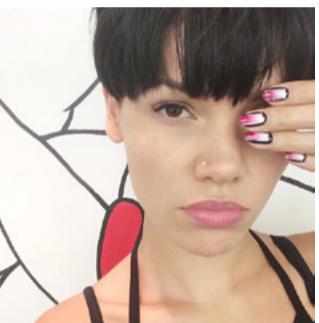
"People go out to eat far more often now than ever before. There is myriad restaurants and bars to choose from in London and it is rare that one is recognised and made to feel special. Member's Clubs can give us a real sense of belonging in the big city and of being almost part of a family. The Club at The Ivy certainly

aspires to be so, yet many members still dine as often in the public restaurant as they did before joining The Club. The Club is not just a members bar and restaurant; it has a life of its own."

The Ivy and many other members clubs in London are doing a great thing for humanity. Sure, there might be costs involved and certain etiquettes to adhere to, but at their core is always the people and it's this eclectic group of individuals that draw us towards such hospitable communities. So I guess all that's left to ask is: where do we sign up?



Illustration courtesy of Jan Lewin

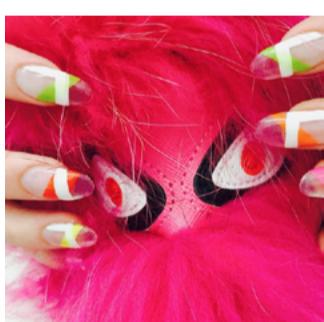
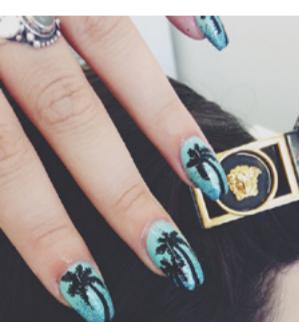
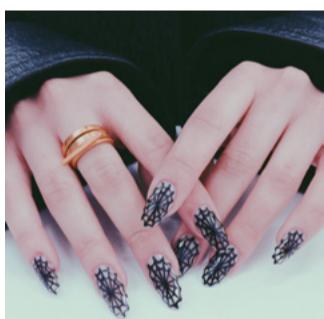
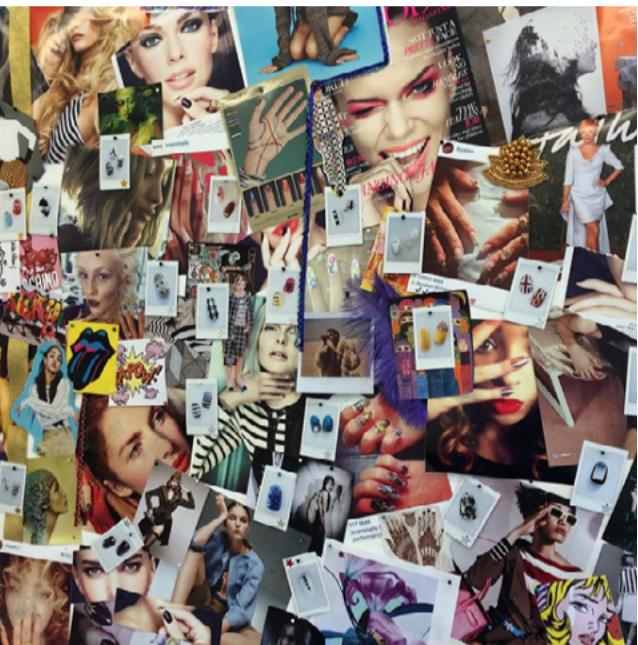


Simple meets Imarni Nails

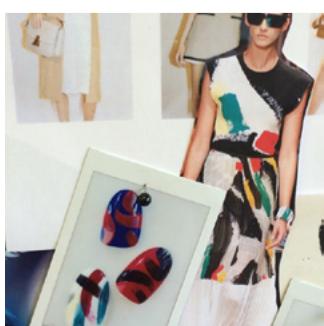
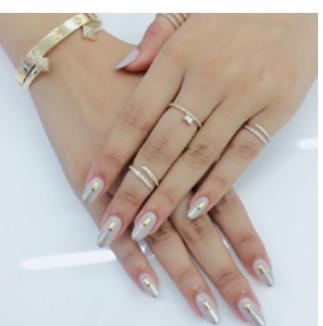
JENNA JONES

Long gone are the days when a coat of red nail varnish or a classic white tip would cut it; from intricately stunning designs to foils, jewels and gemstones, having the perfect set of manicured talons is now a staple of everyday style. Nail art is big business and one of the first to catch on to this emerging trend was Imarni Nails. Noticing a gap in the market founder Imarni swiftly set up shop at Boxpark Shoreditch, home to the most stylish shipping containers in the city and the latest niche pop-ups. Semple managed to catch up with Imarni in-between manicures to find out just why high fashion nail design has captured the hearts and hands of London...





Photography courtesy of @imarninails Instagram



Tell us the Imarni Nails story, how did it all start?

I started as a session nail technician working for magazine shoots and celebrity clients. Through this I built up a celebrity clientele and noticed a gap in the market for nail art salons. I brought a new nail art concept to the high street; nail art for grown ups featuring fashion based prints that you can wear in the office.

How did you discover the gap in the market for high fashion nail art design?

I just noticed that there weren't many nail art salons in London. I also wasn't aware of any London based session manicurists that were opening any salons, so it seemed like a good idea to target that niche in the market and it has done really well so far.

Nail art has really taken off in recent years and Imarni Nails welcomes many famous faces through its doors. Why do you think there is now such a demand for nail art?

I think nail art is more accessible today. It used to be more for celebrities or fashion shoots but now everyone's having it. In my salon we cater to so many different types of clients, from the city women such as lawyers and bankers who come in for simple nail art designs, like half moons or thin white lines on nude nails to the cool young fashion girls who favour extensions and fashion print nail art. It really can be for everyone!

For you what is the ultimate nail colour and design?

I'm really into dark colours at the moment. In the summer Chanel released an amazing dark colour range. I love the contrast and unpredictability of wearing dark colours in the summertime. I also love white and natural nude nails with a basic pattern or design.

What nail art trends should we be looking out for this season?

White nails seem to be popular this season. In the salon we are also getting many requests for gel nail art patterns with a nude base and a black or white outline at the cuticle.

Each and every Imarni nail design is so unique and expressive. Do you see nail art as an extension of a person's personality, much like a hairstyle or outfit?

I think nail art is such a great way to express yourself and it's cool to be eccentric.

What made you choose to set up camp at Boxpark in Shoreditch?

Shoreditch is my favourite area of London. It's full of fashion, creatives and the ideal place to have a nail art salon. I also felt that it was the perfect fit for my style and personality. Boxpark is great if you're a new business attempting to set up shop for the first time; everyone's so friendly and you get a lot of support and advice from the company itself.

What does London mean to you?

I grew up in London so to me it's home. But I guess I'd describe it as an eclectic hub full of young, ambitious creatives.



Fashion loves London

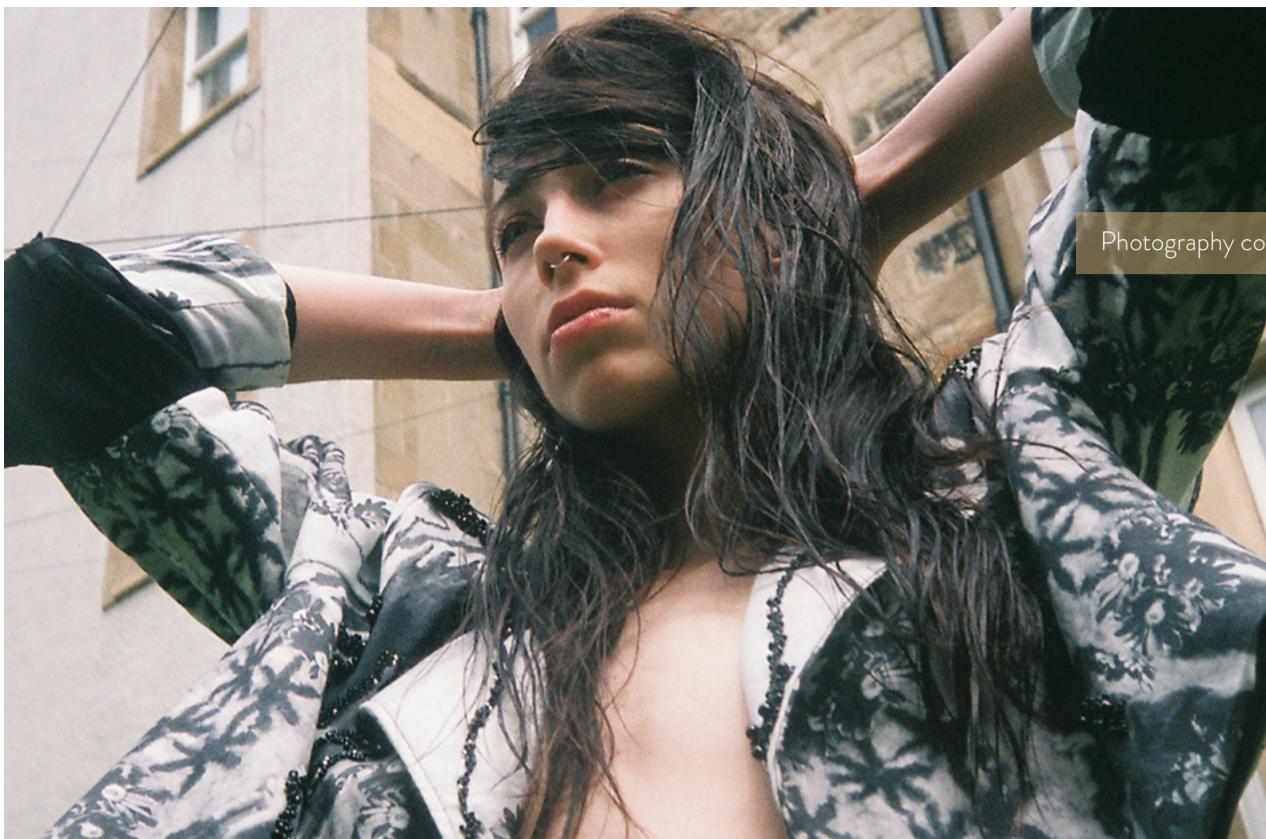
LIZZIE BENTON

London is the epicentre of fashion, and if you think that's a bold statement to make then you may be surprised to hear that despite the international competition, London has been voted the most stylish city by the Global Language Monitor more times than Cara Delevingne has been covergirl. The UK's capital is quite literally bursting at the seams with fashion talent in quantity and quality, and it's yet to be rivalled. Even patriotic American Tom Ford can't deny it as he famously said: "London is one of the few cities where people dress properly and fashion exists." Yet as the world becomes more connected through the digital revolution, you would be forgiven for thinking that fashion may move on from its home in London, but with the prestigious fashion schools and luxury 'Made in Britain' manufacturing, the UK is quite simply still the place to be.

Many foreign fashion students are educated in London, and the graduates who start here, stay here because there's nowhere else in the world that embraces fashion talent quite like we do. Fashion designer Bryony Strange, a finalist at Fashion Futures and Vauxhall Fashion Scout - with a stellar collection that includes inspiration from constellation maps and astrophotography - always knew that for her fashion dreams to come true the destination had to be London. "I was lucky to be introduced to the industry at an early age when my mother opened a boutique in Dorset. I would often assist her with the buying seasons and attend wholesale shows such as Pure and ON/OFF in London. This spurred my



Illustrations courtesy of Bryony Strange



Photography courtesy of Nuala Swan

interest and love for design and I was quick to enrol on a fashion design course at London College of Fashion, followed by a degree at Edinburgh College of Art.”

The inspiration and vast opportunities that London has to offer are incomparable. There are numerous initiatives to develop talent, from Fashion Awareness Direct to Fashion Fringe, the support network for young designers is an area which our capital thrives in. Respectful of innovation and not afraid to take risks, once the fashion bug of London gets into your veins, there's a little red, white and blue in everything you do, as Bryony comments: “Living and working in London is still fairly new to me. I recently moved here after studying in Edinburgh. The two cities are so vastly different and I will always have very fond memories of my time in Scotland however, London just has so much more to offer in terms of design and the arts. I look forward to seeing how it influences my work and hope to start collaborating with fellow designers, stylists and creatives within the capital.”

But this refreshing approach is nothing new, the UK has long been known for its fashion credentials; William Henry Perkin invented mass produced dye in 1893, Charles Frederick Worth was the original ‘father of haute couture’ and who can forget Lady Lucy Duff-Gordon who in the late 19th century caused a fashion scandal by dressing women by their character rather than the strict trends of the era. Dust off the history books and you’ll find there’s a little Britain in every thread of fashion that has featured in popular culture.

The heritage, the street style and the creative atmosphere has never changed, and whilst trends have come and gone, London has remained at the forefront with its eclectic mix of people pushing the envelope that little bit further. Alexander McQueen

famously called our capital “self confident and fearless”, and this remains true. It’s not just British born designers like Henry Holland and Vivienne Westwood flying the flag, but new foreign talent such as Mary Katrantzou and Roksanda Ilincic who are depicting their designs on the London runway thanks to traditional British craftsmanship and manufacturing.

London as a city takes pride in its fashion credentials with some of the greatest manufacturers based in its surrounding boroughs and towns. Many designers work, live and manufacture from Hackney, and no matter the stage of their career it’s a mecca that all designers flock to at some point in their search for fresh inspiration. Whilst the digital door is now wide open for new locations to steal the hearts and souls of fashion’s elite, there is no doubt that London will continue to break the mould. Fashion is an art form, and no place knows this quite like London.



Hometown glory

JENNA JONES

From sitting atop Primrose Hill on a sticky summer's evening,
To autumn at Battersea Park, watching the crisp leaves fall like
golden rain drops.
From the oldest public houses tucked away in secret corners
of town,
To contemporary glass fronted bars, sitting proud and present
on the riverfront.
From the sight of St Paul's Cathedral lighting up the velvet
nights sky,
To crossing Tower bridge at dawn, our vibrant city awakening
with every step.
From the hustle and bustle of Oxford Street, brushing shoulders
with faceless strangers,
To the quite calm of the East India Dock, an urban haven to
savour amidst the chaos.
From leaving your beloved town to explore places unknown,
To indulging in your return, savouring the city's unique nuances
anew.
From the ends of the earth,
To your corner of the world.
London you are home.



MIND THE GAP

PHOTOGRAPHY BY
LEANNE DIXON





Hat, Christys'. Coat, Laura Souster Couture. Waistcoats, Elizabeth Martin Tweed. Trousers, Absolute Vintage. Shoes, Grenson. Shirt, tie, socks and bag, stylist's own.





Hat, Christys'. Waistcoat, The Emperor's Old Clothes. Shirt, Nooshin. Shoes, Vagabond. Bag, Tori Lo Designs. Earrings, Janne's Vintage. Trousers, stylist's own.



Hat, Christys'. Shirt, Nooshin. Trousers, Bid & Bert Vintage. Shoes, Joseph Cheaney & Sons. Bag, Tori Lo Designs.







Hat, Christys'. Blazer, Laura Souster Couture. Waistcoat, Elizabeth Martin Tweed. Shirt, Absolute Vintage. Trousers, The Emperor's Old Clothes. Shoes, Grenson. Bag, Kay K Goods. Earrings, stylist's own.





Blazer, Laura Souster Couture. Waistcoat, James Purdey & Sons. Shirt, Nooshin. Cravat, Absolute Vintage. Trousers, James Purdey & Sons. Shoes, Joseph Cheaney & Sons.



Suit, waistcoat and shirt
Nooshin. Cane, Emily Handbag
Ltd. Tie, stylist's own.



The Skinnydip London story

JENNA JONES

For this issue I wanted to get to the heart of the unique London brands that make our capital tick. The type of retailers that could only ever have been born in London. One question I asked was for them to describe what London means to them in three words, and in doing so I started to wonder what three words I would choose. Of course many words and phrases came to mind. From evolution and change to modernity and advancement. And what surprised me was how each and every word that I chose could be linked back to one very simple term: new. Because as much as our capital may be steeped in glorious history, as a whole we are forever striving for the new.

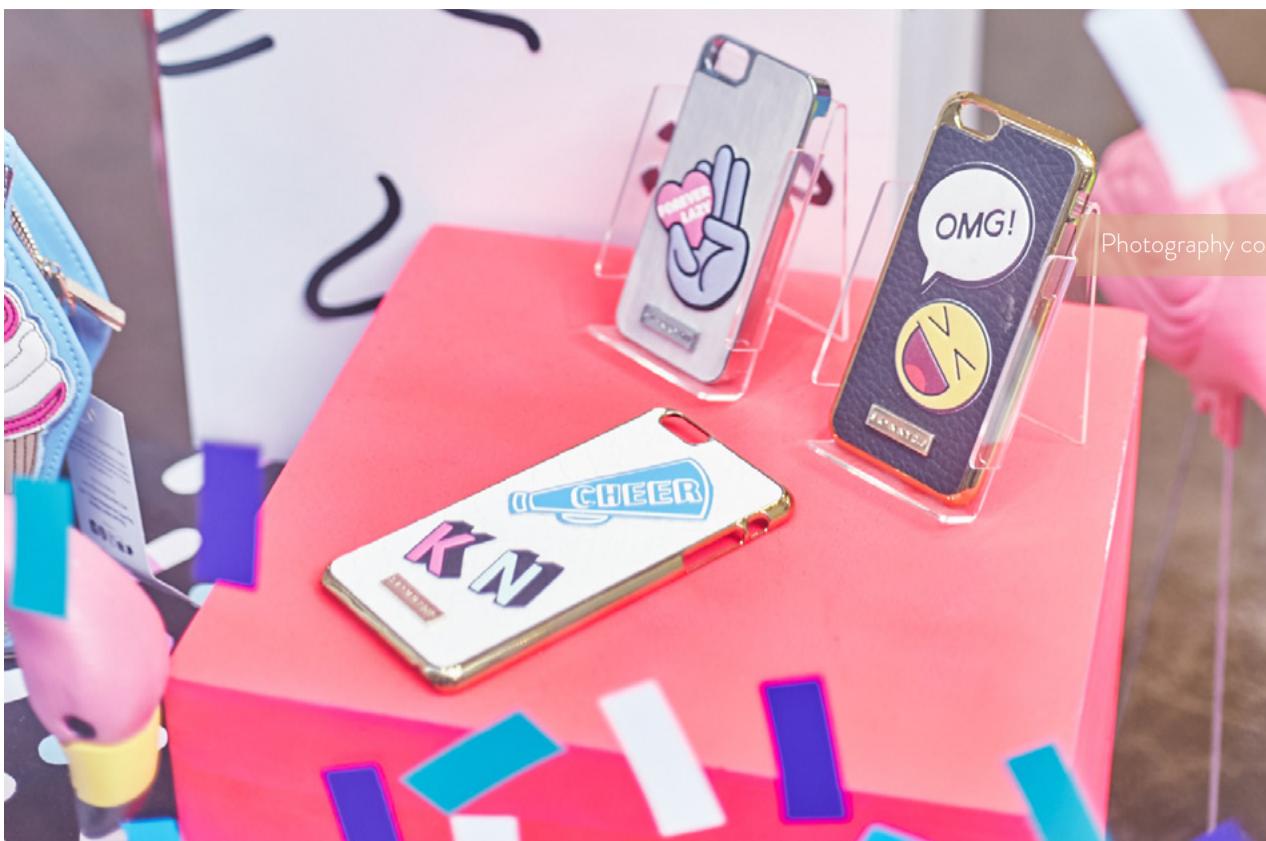
Nowhere is this theory more evident than in fashion. Fashion is fast and brands are falling over themselves to provide customers with the latest trend, with in store concessions becoming the quickest way to satisfy the ever present consumer craving. One

such brand that has successfully tapped into this fast paced market is kitsch accessories retailer Skinnydip London, which now boasts over 100 concessions in over 60 countries; and it all started in London town.

I sat down with Skinnydip founders Lewis Blitz and brothers James and Richard Gold to find out how a “casual conversation” back in 2011 led to the birth of one of the most successful accessory brands in recent times. “It was around the time Apple released the original iPhone and we couldn’t understand why the only cases you could find were either black, white or grey. There was nothing different to accessorise your iPhone with and we believed there was a real gap in the market for fashionable tech accessories that could be sold on to high street fashion retailers.”

Yet without the funds to cover ground rent and shop costs,





Photography courtesy of Skinnydip London

making a small business work in the big smoke can often be an impossible task. But knowing that their products were like no other, Skinnydip London set about finding existing retailers to house their stock, including Topshop, ASOS and Selfridges.

Becoming a pop up concession in such esteemed stores enabled them to not only showcase their products but also provide customers with an exciting new experience. “I think shoppers like to feel like they’re the first to wear a brand, whenever you stumble upon a new [concession] there is a real sense of exclusivity. They’re also a go to for tourists as it’s brands they can’t find in their home town. It’s another way of immersing themselves in British fashion.”

It didn’t take long for Skinnydip fever to take hold as their quirky accessories tapped into a niche market that was perfect for the London shopper. Now with over 100k Instagram followers and a unconventional style that is instantly recognisable to those in the know, Skinnydip London have done what many other small brands only dream of and opened their very first store in Carnaby Street. An achievement they describe as a dream come true. “The Carnaby estate is iconic and we feel privileged to see Skinnydip sitting alongside some major brands. The idea of our store is to make it a London destination and we want to offer anyone walking through the doors the best possible shopping experience.”

But don’t worry despite their phenomenal success Skinnydip London aren’t about to forget where they came from anytime soon. “We are so proud to have a full time home for Skinnydip in Carnaby. At the same time our partnerships with the likes of Topshop, Asos and Selfridges are just as important to us, especially with the presence they give us across the whole of

the UK.” Ultimately for Skinnydip it really is the people just as much as the products themselves which make for a successful venture, knowing that working with “like minded fun brands” has, and always will be, imperative to their growing success.

So after numerous high street partnerships, a huge online presence and their very own store, you’d be forgiven for thinking that the next step for the brand would be to sit back and enjoy the successes of their hard graft. But that just isn’t the Skinnydip style. Forget resting on your laurels, this brand is after world domination! “Our aim is to expand internationally and we hope to open a US office by the end of this year with plans to expand the brand in the States. We also see a large number of Japanese visitors on our website so Japan is [also] a country we have our eye on expanding into.”

But despite their unstoppable drive and ambition, London will always be where Skinnydip’s heart lies. “London is a hub of talent and creativity and we love working and living in the city. [The] culture influences us hugely in many ways; whether it is working alongside some of the best fashion schools to champion our ethos of young British talent or taking design inspiration from the varied and different parts of [the city].” And with a name like Skinnydip London we’d expect no less.



Illustration courtesy of Jan Lewin

Just my cup of tea

TALIA MAGUIRE

Since tea was discovered in southwest China and imported into the UK by the Portuguese during the 16th century, it has become an increasingly fashionable and iconic part of London's culture. We all manage to find time in our busy working lives and precious weekends to sit and brew tea with our family and friends. Tea is our excuse to meet up and gossip, to chill out and to reflect. Our tea is more than a hot drink, it's a culturally appropriated pastime, synonymous with rainy days and the red phone boxes that line London's streets. It may be far from where it originated but it will forever remain close to the hearts of those who drink it.

You may have your go-to brand of tea; some are partial to Twinings while others are hardened PG Tips drinkers, but either way today we have more choice than ever before with new flavours and brands to decide between. Independent cafes and tea merchants are cropping up all over the UK with London home to many new ventures, including Joe's Tea Co. In 2012, born from a love of tea bringing people together, Joe decided to bring honest, quality tea to the cups of thousands. I sat down with Joe to get his take on the industry...

What inspires Joe's Tea Co. to make tea in London?

Tea is loved the world over but it's so quintessentially British. I wanted to create a range of organic teas and herbal infusions that were of the highest quality but also reflected contemporary London and a younger generation of tea drinkers.





Photography courtesy of Joe's Tea Co.

Your tea is delicious, it's clear there is a passion for what you do – what was that born from?

My parents owned pubs whilst I was growing up and I loved helping out in the kitchen and learning about different flavours. Since leaving school I've always worked in food but there was something about the simplicity of tea and how it brings people together that sparked a passion. Once the idea was born I couldn't think about anything else, two years later Joe's Tea Co. was launched!

The UK's café culture is booming and there is currently so much competition with independent traders and producers. What makes Joe's Tea Co. stand out from the crowd?

We are always complimented on our striking branding, it definitely draws people in, but we back it up with great tasting teas and herbal infusions. Testament to that is our 16 Great Taste Awards Gold Stars.

Every day in an often cold and busy London people stop and take the time to enjoy tea. Why do you think it has become such a beloved British institution?

Tea is so welcoming and comforting, it's often the first thing that people consume in the mornings and always the first thing you offer someone when they step in to your house or office. It forces you to take a break, sit down and have a chat and there's something so special about that time out in our busy days. Us Brits love a tradition and tea is so ingrained in our everyday lives that many people can't live without their daily tea time ritual.

What does the future look like for Joe's Tea Co.?

We've had a great year so far working on some exciting collaborations including creating an exclusive blend for Cowshed and a tea infused ale with By The Horns Brewing Co. We've got some more exciting projects in the pipeline and a couple more

blends up our sleeves but ultimately we just want to get as many people as possible drinking top quality cuppas!

When, in your opinion, is the best time of day to enjoy a gorgeous cup of tea?

There's no bad time in the day to enjoy tea. I don't think you can beat a cup of our Ever-So-English Breakfast with a slice of buttery toast but there are so many different types of teas and herbal infusions out there to suit any mood or feeling. We recommend a refreshing cup of The Earl of Grey first thing, a low caffeine Queen of Green to round off lunch, a guilt free Chocca-Roo-Brew to quench a late afternoon sugar craving and a Proper Peppermint to soothe a full or achy tummy.



Illustration courtesy of Hani Janman

Walking over London's iconic bridges, you can't help but feel a sense of awe. The grand capital that has seen so much history, produced so much knowledge and housed some of the world's greatest leaders. But amongst the towering buildings, royal red buses and flocks of pigeons, are a blur of people that pass by you every second of the day. London in all its glory can feel isolated, estranged and lonely.

In 2014, a survey by the Office for National Statistics voted Britain the loneliness capital of Europe, with over 30 percent of Londoners feeling alone in the big city. On top of that, a 2010 report commissioned by the Mental Health Foundation, revealed that 60 percent of those aged 18 to 34 spoke of often feeling lonely. For some these might come as surprising figures. But as a Londoner, when you think of the many thousands of commuters who cram themselves into a tube and look down at their newspapers, it comes as no surprise that people feel overwhelmed by the amount of strangers they pass every day without exchanging a single word. In a community that is disconnected with physical contact and operates mainly through modern technology and faceless communication, unless you have the courage to reach beyond the perimeter of your existing social circle and tap on a stranger's shoulder, it can be a very lonely and isolated lifestyle.

At Semple, we initiated some conversations with London's early morning risers, and despite a few odd looks, London began to open up and spill some truths. "I can't remember the last time I spoke to someone on the tube. In a city that has a lot to say, we barely even make eye contact with each other." - Young professional, Piccadilly Line.

"If I was to approach a girl and ask her on a date as we walk over Battersea Bridge, 9 times out of 10 she'd think I was strange and would probably run away. The dating world is fierce as it is, let alone when it's in a city that doesn't speak." - Man in suit, Battersea Bridge.

"It can be a very lonely city and I hope we all realise it needs to change before it's too late" - Girl late for work, Northern Line.

Now more than ever there is the need to bring back a sense of belonging. It's time to defrost London and warm our hearts with laughter and love. It might be daunting but it's not hard, it's just basic human instinct. Everyone you meet is a potential friend. There are so many people in London who are in the same situation and are no doubt feeling the same. So if you do one thing after reading this issue, we ask you to smile at a stranger and say hello. What's the worst that can happen?



A&E



London street style in a New York minute

JENNA JONES

Now more than ever our wardrobes are inspired by forward thinking fashion bloggers and no where is flawless street style more evident than in London. To see how our capital's ground breaking bloggers have influenced the industry we crossed the pond to sit down with Manhattan fashionistas Amra & Elma to discover how London Street style has influenced the New York fashion scene as well as their personal lifestyle blog...





Photography courtesy of Amra & Elma

What is it about London style that you love?

Amra: From all of the many cities Elma and I have visited, London seems to be the most fashion forward. You are truly free to be yourself and experiment with different looks and styles. One specific thing that the Brits do better than anyone else is pull the vintage pieces and make them look trendy, relevant, and modern. They have got effortless chic down to a T, and it seems to be completely natural for them. Case in point, style icons such as Kate Moss, Sienna Miller and Suki Waterhouse.

What will be your go-to autumn fashion item this year?

Amra: My go-to fashion items for this season are actually the same items I love for every autumn – timeless pieces that can be worn in many ways to achieve a perfectly chic ensemble every time. Favourite items in my closet are an oversized knit, a great pair of jeans, flat ankle boots, and a leather biker jacket. I love to combine these key pieces with other items in my wardrobe in order to squeeze out more looks from the same key pieces; for example, I will wear a biker jacket with a maxi dress or a wide legged jumpsuit. I also love to combine oversized knits with strappy dresses or silk skirts. Flat boots are really great when you want to give formal attire, such as a pencil skirt, a little bit of an unexpected twist.

What could a London fashionista learn from NYC style?

Elma: You don't have to sacrifice style to be practical. NYC girls focus on chic items that they can take from day to night. They believe in smart pieces that allow them to be comfortable, always look polished, and that are versatile enough to work with other items in their wardrobe. NYC girls have also mastered the art of monochrome style; they focus on a palette of neutrals – light grey, beige and black – which make up their staple wardrobe. It may be that they don't believe in spending too much time on

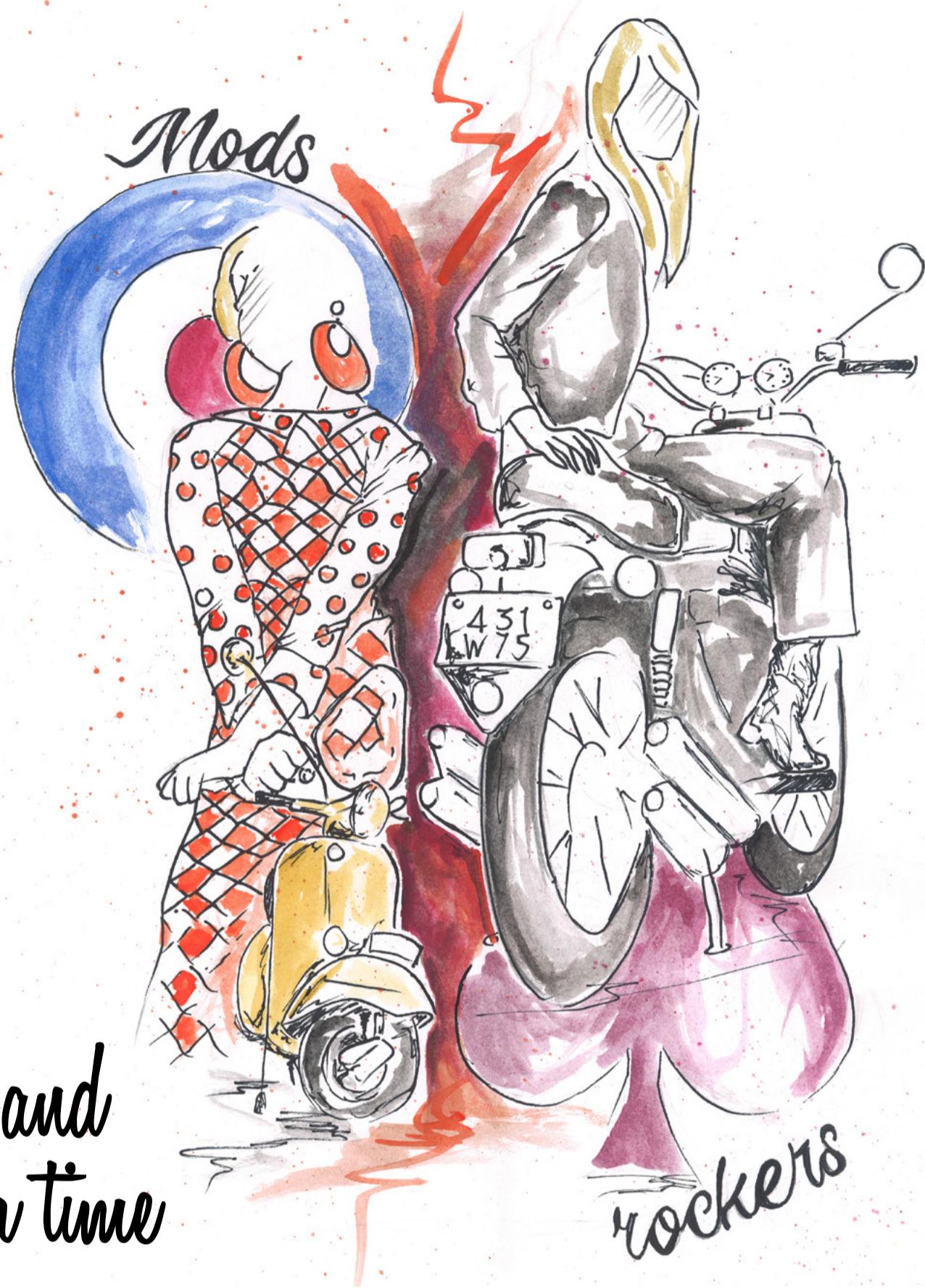
styling oneself, yet whatever the reason this great colour palette allows them to easily pull different pieces together and make it look effortlessly chic.

What piece of clothing/accessory could you not live without?

Amra: There are four key pieces that no good wardrobe should be without. First up, an oversized white shirt; it's timeless and goes with everything, from jeans to a pencil skirt, it makes any outfit look fresh and crisp. Next a good quality leather biker jacket. It's another timeless piece that can be worn with jeans, dresses, skirts and even thrown over your gym wear. Sunglasses are a must; they make everyone look just a little bit more mysterious, interesting, and trendy. I love to throw on a pair of sunnies when I'm busy or simply too lazy to put my 'face' on! Finally no woman should be without a great LBD; never a cliché always a classic. I wear mine to the office with a blazer, to a cocktail party with pretty pumps and a biker jacket, or for a night out on its own. You really can get at least 50 outfits from a single LBD, also they look great on every body type and almost always manage to perfectly camouflage slight imperfections.

One piece of style advice for up and coming London's fashion bloggers?

Elma: Be original! Bloggers tend to copy each other, and so we see an influx of flat layouts, coffee tables, makeup products, flowers, etc. It just gets so boring when you cannot tell one girl apart from the other; the fastest way to gain recognition as a blogger is to focus on creating amazing, original, high quality content. You can do this by focusing on lighting, location, originality of the subject, and filters. I suggest using only VSCO filters because the filters on Instagram can make almost any photo, even a great one, look utterly horrific!



The mods and rockers of our time

TALIA MAGUIRE

Illustration courtesy of Porscha Liverpool

The famous feud between Mods and Rockers - the two most iconic British youth subcultures of our time - has been a constant source of inspiration and sartorial nostalgia, as many of the key trends are recycled season upon season. From the humble Parker to the dirty Doc Marten boots, a certain spirit lives on in these iconic items that still manages to conjure memories of those conflicting times. Thankfully we've long since said farewell to the infamous brawls, yet the air of individuality and rebellion that oozed from those 60s teens remains to this day; being passed down the generations via the music and clothes of the era, resulting in today's mass production of an extremely profitable image.



Photograph courtesy of Phil Sellens

Since the acknowledgement of adolescence after the Second World War, it didn't take long for businesses to realise the commercial potential of youth culture. A brand new, extremely impressionable market of young adults had emerged. A market trying to pick itself up from a post-war landscape, a market who, after an economic expansion, had money to spend. Classless and excited teens found themselves with more freedom to be young and enjoy themselves, and with more time came a wider self-expression in the form of subcultures. Among them came Mods priding themselves on tailor-made suits, soulful dance music, and Italian scooters, as well as Rockers who donned beaten leather jackets, jumped to guitar riffs, and rode motorcycles. With such a vast difference in interests, these two groups could never have seen eye to eye and their legendary riots caused a widespread moral panic that can still be heard ringing on the streets of London today.

A few years ago, nostalgic for an era I haven't lived through, I would have sworn that the days of youth subcultural behaviours were dead and gone. That the rebellious streak we have all longed for at one point or another had been lost. And that in its place we'd been left with a watered-down version of youth; a youth that conforms to consumerism and clothing labels and has become slave to popular music and smartphones. But today, after losing some of my naivety and venturing out into the wider world I see that the youth of today cannot be so easily labelled. Nowhere is this more evident than in London. In streets rich with iconic history stands a young individual - a mash up of worn vintage wears and box fresh shoes, long hair, round sunglasses and piercings. A stylish amalgamation of eras not experienced and subcultural feuds not fought yet still engrained in their sartorial mindset.

Still sentimental about the often surreal 80s and raving 90s but embracing what the millennium has to offer, modern day youths

have witnessed the turning of our digital age. More conscious now than ever before about our global footprint, they tread lightly tracing the steps of former adolescents, picking up pieces along the way and forever exchanging and recycling. This eclectic nature of today's young adult is what makes it so incredibly exciting; they touch on former fads time and time again yet there are no restrictions or rules. The sense of freedom being the epitome of modern day youth.

Although subcultures still exist today in different shapes and forms, there are far greater cross-overs and a wider communication, enabling bridges to be built between them. Today's adolescence is the reshaping of former generational styles, with music arguably having the biggest impact on how they look at and interpret these subcultures. Today's emerging artists are producing multi-genre material and their fans are openly embracing a more fluid identity. We are witnessing an age of adolescence that does not conform to one group and its characteristics, making it extremely hard for businesses to identify and target a sole consumer. This is their modern-day Mods and Rockers rebellion. This is their riot.



In her shoes

JENNA JONES

Ever wondered what it would be like to own your own fashion business? We caught up with our magazine namesake, Maggie Semple to get the low down on her latest venture, the Semple Dress Collection, a range of ready-to-wear and bespoke designs for business women.

A typical day at the atelier...

I tend to get to our atelier around 8:30am having checked and replied to any pressing emails at home, such as a client of ours wanting to schedule a fitting or liaising with our Italian mill about new fabrics. Mid morning I like to go downstairs to visit our in-house seamstresses Rosita and Guzel who expertly manufacture our made to measure and ready-to-wear dresses. I have a curious mind by nature so am eager to be involved in every step of our dress making process. Whether that be where we are at with a client's order or discussing stock particulars for new customers. My time spent with Rosita and Guzel usually takes me up to lunchtime. A typical lunch would be a light salad with my business partner Frances, discussing new ideas and making plans for the future of the dress collection. Afternoons and early evening's at the atelier are spent with Jess our Project Manager, guiding our clients through their fittings and ensuring they are completely satisfied with their bespoke dresses. As the Semple Dress Collection grows, we are beginning to become the go to bespoke dress maker for professional business women. My evenings could be spent at networking events or enjoying the typical London pastime of dinner and the theatre.



Photography by Leanne Dixon

The most memorable moment of my career was...

For me it was the realisation that made to measure dresses were perfect for me as a woman. I found this out when I happened to be walking through Orbetello in Italy with a group of close friends. Whilst walking along a small town high street a beautiful little atelier happened to catch my eye. The owner of the atelier was Hilla Brunhilde Schönborn and she has been making bespoke dresses for me ever since. Once back in the UK wearing my made to measure dresses I was amazed by the number of people who complimented me on them, and those comments have been a really helpful insight into what professional women of London want when searching for stylish workwear.

I started my own business because...

More and more women began to say to me that as they get older their bodies change and that finding a dress which fits has become all the more difficult. Having been a champion of made to measure dresses for many years by this point I thought how hard can it be to make a few dresses for some women?! Knowing first hand how it feels to wear made to measure, I knew that women worldwide would share my vision and passion for bespoke clothing. So armed with an abundance of faith and belief in my vision I set about turning the Semple Dress Collection from a pipe dream into a reality.

Why London...

I love London. I was born in London and while I travel all over the world visiting different cities on different continents, there really is nowhere quite like it. London for me is just a hub of creativity. I know that for a business, particularly start up businesses, it's the perfect place to be. I also love London because of its diversity. I can visit any part of the world without leaving the city, from cultural indulgence to fantastic cuisine. London is a beautiful juxtaposition of exciting events and serene calm, offering a melange of activity to feed a balanced lifestyle.

The five year plan is...

In the next five years I aim to expand our reach and cater to the

sartorial needs of professional women across the globe. Alongside the global reach of our ready-to-wear collection my aim in the next two to three years is for the Semple Dress Collection to become the 'dress code' for professional women.

My advice for a small business owner...

Never be afraid of doing something you know very little about. If you've got a passion for it then just take that leap of faith, and trust me you won't regret it. My passion has always been exquisite dresses made with love. And despite knowing very little about what actually goes into the dress making process, I've learnt along the way and have now become quite the expert! So to any person of any age that is interested in starting a business I would say, never be afraid of the unknown.

My second piece of advice would be to always listen to your intuition. If it doesn't feel right then don't do it. Throughout my life I have followed my heart and trusted my gut and I am yet to fail.

To find out more about the Semple Dress Collection visit:
www.maggiesemple.com/semples-dress-collection

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