

The

September issue

**HIDDEN
GEMS** OF
LONDON

THIS
SEASON'S
**FASHION
CHARTS**

TOP **10**
TRENDS FOR
AUTUMN/
WINTER

SEPTEMBER
EVENTS
GUIDE
FOR LONDON

THE
ULTIMATE FASHION
MONTH COVERAGE

Contents

- 5th – **The Shoot: Queen of the Dawn**
- 6th – Behind the scenes and inspiration for The Shoot: Queen of the Dawn
- 7th – Top 10 trends for autumn/winter and the high street stores that stock them
- 9th – September events guide for London - all the cool and quirky things this city has on offer
- 10th – Kick-off of New York Fashion Week and the bi-annual fashion month. Huzzah!
- 12th – **The Shoot: Wuthering Heath**
- 13th – Behind the scenes and inspiration for The Shoot: Wuthering Heath
- 13th – The Fashion Charts for this season's autumn/winter trends
- 16th – My favourite places and hidden gems of London
- 17th – New York Fashion Week round-up
- 19th – **The Shoot: 3 Mill Lane**
- 20th – Behind the scenes and inspiration for The Shoot: 3 Mill Lane
- 22nd – London Fashion Week round-up
- 23rd – Spotlight On: key autumn pieces
- 26th – **The Shoot: Royal Ambitions**
- 27th – Behind the scenes and inspiration for The Shoot: Royal Ambitions
- 29th – Milan Fashion Week round-up
- 7th October – Paris Fashion Week round-up



The Editor's letter



What is the purpose of this magazine?

I don't care if the future of the publishing world is moving online and away from the traditional print form, because I was trained as a journalist and one with a great appreciation

for well-designed and informative magazines of a high calibre. Despite all that the projections are saying about the future of publishing moving online to blog format, there will always be a market and a desire for information to be received in print form. That's why magazines like Vogue, Interview and LOVE are still thriving in a field where other magazines are folding.

So again you might ask, why am I doing this? Well simply because I can and it has always been my dream to be a magazine editor; someone who's involved in everything from layout to content of a magazine. This is my way of living out a dream.

This magazine, and I hesitate to call it an e-zine as it's such a limited term, is an attempt in collating all the blog posts that will be published in the month of September, and posting them in a non-traditional way. They will cover everything from my favourite places to visit in London, my top 10 trends for autumn/winter '15, coverage of the major fashion weeks, shoots that have been specially created and styled to a higher calibre to reflect fashion month and the Spotlight On some autumn/winter key items.

So while this is not a magazine you're physically holding in your hand and you are reading it on a computer screen, this is my love letter to printed magazines, fashion and all that goes with it. Rejoice, it's September and for any follower of fashion, this is our month.

Franzi



Some of my favourite haunts of London, the hidden gems and obvious attractions.



The **TRENDS** for this season



I'll be covering New York, London, Milan and Paris fashion weeks with our round-up of the catwalk shows, and taking on the new trends for this season and the must-have items you need in your wardrobe.

