

THE KING'S ROAD. A FASHIONABLE ADDRESS WHERE THE FASHIONABLE DRESS



The fashion conscious in search of signature style, distinctive design and unique labels head down the King's Road to the 'heart' of Chelsea to find some of the most sought-after, individual and exquisite boutiques in London

ANYONE who has admired the frocks, locks, labels and locations featured on TV's *Made in Chelsea* has been getting a glimpse not only into the lives of these reality TV stars, but also into the heart of real Chelsea. The King's Road, which has been synonymous with fashion since the 1960s, still leads the way when it comes to unique boutiques and distinctive design. This is particularly true of the western end – past the fire station – which has retained its individualism and personality with an amazing array of stylish fashion boutiques, great places to dine, sought-after hairstylists and inspiring interior design shops.

The Sloane Stanley Estate has been part of Chelsea for over 250 years. The Estate owns and manages many of the retail and residential properties along this stretch of the King's Road and has a continued vision and commitment to invest in the properties to ensure this stretch of the King's Road will remain a vibrant and

**SLOANE
STANLEY**

unique place to shop, eat, relax and live.

To celebrate the style and fashion of the local boutiques, it recently held its second fashion show *The Catwalk@KingsRd* in the prestigious private members' club, Beaufort House.

Made in Chelsea girls Cheska, Gabriella and Funda joined professional models in parading the latest looks from Chelsea's hottest street, with hair beautifully styled by Hari at 233 King's Road. With many press agencies and photographers there, including photographer Dowling Jones, and breathtaking flower displays by Lifebloom, this event was very much a showcase of talent.

The fabulous fashion included the feminine, timeless and vintage style of Ghost, some of the glamorous, exclusive and secret labels from Austique and that retail gem favoured by the fashion-conscious, Anonymous, famed for its signature lace trims.

The fashion show reflected the glamour, individuality and style not just of the local boutiques, but also the sort of people who love to shop along this part of the King's Road.

Those in the know who are searching for a look that will turn heads from the sort of select and individual retailers attracted to this part of the King's Road know that you need to walk a little further along what is one of London's more fashionable streets. So if you like to dress to impress, head west down the King's Road to discover a delightful part of Chelsea.

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Fashion, Style & Sex

BEHIND THE SCENES IN THE FASHION CUPBOARD

While fashion editors chase the latest trends, their interns and assistants are putting together eye-catching looks on a shoestring

THE fashion industry has a secret, a whole host of them, in fact, in the shape of an inexorably well-dressed group of young men and women who work – with little recognition – in fashion cupboards across the capital. At least one of them stands behind every superstar stylist but you won't always find their name on a masthead. Fashion interns are the unsung – and often unpaid – heroes of British fashion.

While an internship serves as a rite of passage for anyone with their eye on a career in fashion, for many – especially those who enter the profession without the luxury of a privileged background – it means an empty bank account and months if not years of living off Super Noodles.

It's little wonder, then, that when it comes to getting dressed on a budget we could all learn a thing or two from the capital's interns and assistants. Their resourceful approach – so thrifty it blows *Vogue's* *More Dash*

**Karen
Dacre**
Fashion Editor



Than *Cash out of the water* – is far superior to anything a seasoned stylist could conjure up. While a magazine editor may be able to afford Céline and Chanel, her intern must scour sample sales with a shrewd eye.

Without the burden of a budget, a fashion-lover does a quick sweep of Topshop and COS in order to update her wardrobe with the season's key trends, but her intern, dead-set on standing out from the crowd, will rip and stitch a second-hand frock from 1987 in order to express her sense of style.

It is this ability to create an outfit out of nothing that makes London's budding fashion fraternity one of the best-dressed in the business. Here, we meet some of the city's finest young talent.



REBECCA DAY (19)
Lives: Hammersmith
Wears: dress from vintage shop in Portobello, watch from Liberty

A budding fashion journalist, currently studying at the London College of Fashion, Day most recently interned at *Tank* magazine. She is hooked on Sixties-inspired fashion and counts Winona Ryder's character in *Girl, Interrupted* and former model Penelope Tree among her style icons. Her most embarrassing career

moment so far was confusing Rocha with Rochas while on the phone to Rochas's PR company. For style on a budget, Day prescribes extreme creativity. "Cut up your clothes. Or, better yet, don't buy clothes," she says. "I once wore a curtain as a dress, as well as a tartan apron, which I safety-pinned and transformed into a dress. If I have leftover material from cutting up the apron/curtain, then I wear it in my hair."