

Lucire

Cozmo
Jenks
is *not* an
"it girl"

Inside the
Powder
Room

NOVEMBER 2003
Supplement

L'Oréal
New
Zealand
Fashion
Week
special

The most
in-depth look
at the most
stylish shows



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FROM THE ASSOCIATE PUBLISHER

ALMOST SINCE THE DAY *Lucire* started, we've received countless requests for a print edition. Enquiries come nearly daily requesting 'back issues' or 'sample issues'; so we have always known that there is demand.

The notion may seem obvious, but it took a while for the opportunity to arise for *Lucire* to make use of our experts in print design and create a PDF edition. Or, to take away the technospeak, an electronic book, an idea originally floated by my predecessor, Portia Holt.

The occasion is a special one to us: L'Oréal New Zealand Fashion Week. We look forward to supporting it every year as Official Internet Partner; to working with Pieter Stewart, its managing director, and everyone from L'Oréal Paris and its associated agencies; and to give New Zealand designers an international voice with our 40,000–70,000 weekly readers, 95 per cent of whom are outside the country. We get a chance to showcase work from photographers such as Briar Shaw, while Alice Goulter flies over



from Melbourne to Auckland to lead her team of correspondents. We float some great ideas, some of which even get hijacked. And now, we get to give you a souvenir of one of our favourite fashion weeks in the world.

What you are viewing is a toe in the water to other ventures that may include a print edition of *Lucire*. There may be an online store—in-house. Eddie Uken is putting his time into *Lucire TV* in San Francisco. We're planning brighter things both here in the New York office and in New Zealand with my business partner Jack Yan, who started all of this six years ago in Wellington. For six months, that city was

my own home and a great induction into what being Kiwi and global is all about.

While not the first online fashion magazine, we were the first with a global vision: to have one edition and one message of unity for the world. And while this supplement is filled with New Zealand talent, it's our way of demonstrating that what people want is the same everywhere: freedom, expression and purpose. Sometimes, we can find all three in fashion.

ANN FRYER
New York, New York
October 2003



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Fashion Week catwalk
reports

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World can always guarantee a catwalk
spectacle

Photographed by Michael Ng

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of any show as Margi Robertson re-
called the mods

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COVER: Angeline Harrington
autumn–winter 2004.
Photographed by Briar
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by Nicola (courtesy Nova
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Jack Yan is founding publisher of *Lucire*, which he started in 1997. He is an international speaker and a co-author of the book *Beyond Branding*, which he wrote with fellow members of the Medinge Group, an international think-tank on branding. He began one of the world's first virtual companies in the '80s and was the first digital typeface designer in New Zealand. His personal site is at www.jackyan.com.

Ann Fryer is associate publisher of *Lucire*. Ann is well known New York, where she oversees the admin and PR for *Lucire* and its presence at Mercedes-Benz New York Fashion Week. One of the proponents of *Lucire's* work in corporate social responsibility, Ann recently completed the Avon Walk for Breast Cancer.

Alice Goulter is Melbourne correspondent for *Lucire* and a graduate of Massey University's School of Fashion Design. Alice regularly covers *Lucire* stories in Melbourne, including those on the Melbourne Fashion Festival and individual fashion designers.

Briar Shaw is based in Auckland. She is an alumna of Massey University and the National College of Design & Technology, now Natcoll.

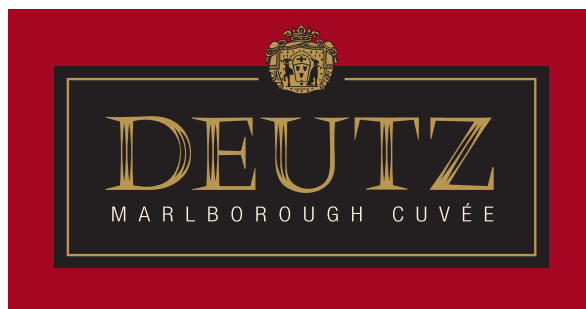
Briar has always been interested in taking photographs. However, it wasn't until she was working in a design museum in Switzerland that she decided to make it her career. Her first fashion assignment was an exclusive shoot for *Lucire's* fifth anniversary.

Some of her work can be viewed online at www.briarshaw.co.nz.

Carolyn Enting is fashion editor of *The Dominion Post*. A veteran journalist who has covered stories in Milano, London, Sydney and Melbourne for fashion publications, Carolyn's pieces have excited *Lucire* readers since they began appearing in 2001.

Nicola Brockie joined the *Lucire* team as part of its LNZFW contingent in 2003. A graduate of Greasepaint in London, Nicola brings her professional beauty and make-up expertise to the pages of *Lucire*.

Sally-ann Moffat is a regular contributor to *Lucire*. Well known among many fashion circles, Sally-ann was one of the principal organizers of the Wellington Fashion Festival in her work for Positively Wellington Tourism.



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