

cyan magenta yellow black

FASHION

MODELS • RETAILERS • DESIGNERS • STYLISTS • EDITORS • CLUB OWNERS • PUBLISHERS • PHOTOGRAPHERS

The world has looked to London for style since the Sixties and the line of edgy, trend-setting designers has continued. Whether it be in Savile Row, magazines, clubs or just accessible high street fashion, the capital leads the way. These are the names that make the fashion world spin

THE TOP FIVE

Sir Philip Green, 56

CEO, ARCADIA
“PG” allowed himself some rare time off this summer, holidaying on his yacht with Sylvester Stallone and Kate Moss. But the rest of the year sees him ultra-busy. Topshop is launching in the US, with plans to expand into China next year. The move is estimated to make star signing Moss £30m. “You’re from Croydon, I’m from Croydon — let’s do business,” was the supermodel’s opening shot — and he said yes. And what business they are doing. **See also Social London, Retail**

Stella McCartney, 37

DESIGNER
McCartney’s empire continues to grow, with the launch of perfumes, an

organic skincare range, a line for Adidas and a new collection of organic clothing. She has been pioneering in her refusal to use leather in an industry where leather accessories (bags, shoes) fuel sales. Married to furniture mogul Alasdhair Willis, the couple live in west London with their three children. She is the reigning British Designer of the Year. **See also Social London**

Edward Enninful, 35

STYLIST
The Black Issue cover story Enninful styled for Vogue Italia, shot by über-photographer Steven Meisel, was one of the most talked-about of the new millennium, featuring as it did a coterie of black models including Naomi

Campbell and newcomer Jourdan Dunn. It highlighted the paucity of black models working in the fashion industry and created a media storm, with some commentators calling it a “cultural watershed”. The precocious Enninful was made fashion director of iD at the age of 18 and as proof of his powers still holds the position 17 years later. Playful and insightful, his work always pushes boundaries.

Alexandra Shulman, 50

VOGUE, EDITOR
Passionate about British fashion, Shulman has had the helm at Vogue for so long (more than 15 years) that it is almost impossible to imagine her successor. In celebrity-obsessed times, she has steered the magazine

admirably away from the lowbrow. Sales are at an all-time high and have risen every year since 2000.

Gok Wan, 34

TV PRESENTER
Whatever you think of his tactics (and making a bikini out of a £6.99 ruffled high street blouse isn’t to everyone’s taste), women love — and listen to — Gok Wan, who appeared out of nowhere as the star of Channel 4’s How To Look Good Naked. Follow-up show Gok’s Fashion Fix is also a hit and clothes featured on his programme sell out in a matter of days; not bad for a once-obese and bullied teenager. The gay best friend every woman wants. **See also TV&Radio**

New Entry

Christopher Bailey, 37

BURBERRY, CREATIVE DIRECTOR AND DESIGNER
With his £11,000 Knight bag, Bailey is in the vanguard of the new super-luxe movement sweeping fashion. The bag’s huge success rendered Burberry recession-proof. Bailey’s shtick is capturing “Englishness” and selling it abroad.

Agyness Deyn, 25

MODEL
Agy has become the most talked-up model of the year. As well as starring in the current Burberry ads, Deyn won Model of the Year at the British Fashion Awards. Born Laura Hollins, the crop-haired model changed her name after her mother read an article on numerology.

Nick Robertson, 40

ASOS, BOSS
Robertson’s idea to offer items “as seen on screen” to young female customers has proved a winning formula for the UK’s largest independent online fashion retailer,

capitalising on the obsession with “getting the look” of a celebrity. Asos offers over 8,300 fashion lines and attracts close to 3m visitors a month. Sales are up 90 per cent on last year.

See also Retail

New Entry

Melanie Davies, 35

PER UNA, MD
Launched seven years ago, Per Una is now unofficially the best-performing brand in the M&S stable, accounting for 25 per cent of all womenswear sales. As the daughter of its founder George Davies, Melanie (and her sister Emma Traynter, who has just left) has been involved since the beginning. Traynter jokes that working with her dad “has its moments”

New Entry

Natalie Massenet, 43

NET-A-PORTER, FOUNDER
Impeccably groomed Massenet set up net-a-porter.com eight years ago, and its groundbreaking idea — to deliver designer fashion

to your doorstep — is still the gold standard for luxury e-tailers. City analysts say the company could be worth £250m.

Jane Shepherdson, 46

WHISTLES, BOSS
“The woman who made TopShop cool” has cast off this tired label with one of the most anticipated new launches on the high street —

the revamp of Whistles, which she surprised the industry by buying a 20 per cent stake in earlier this year. The new autumn collection (her first) is as strong as her fans predicted, setting a new benchmark in middle-market retail.

Luella Bartley, 33

DESIGNER
What a smart move coming

Lulu Kennedy, 39

FASHION EAST, DIRECTOR
Kennedy’s Fashion East has become hugely influential since its launch in 2000 as a supporter of emerging talent at London Fashion Week. An ultra-glamorous figure on the social scene, she only ever wears clothes by “her friends” — the designers whom she helps support, including Jonathan Saunders, Gareth Pugh and Marios Schwab. “Although what we do is a small thing, it has become a big statement,” she says.

New Entry

