



Retail Detail

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The fash pack

C'mon, vogue: **Dublin Fashion Festival** kicks off on Thursday until Sunday and is abundant with catwalk shows, beauty booths, makeovers and a style school. **LUCY WHITE** spotlights three of the event's key players

> Stylist and Off The Rails presenter Sonya Lennon

What is your involvement in this year's **Dublin Fashion Festival**?

The lovely folk at DFF asked me to pick the items in my wardrobe that mean the most to me. I call them my heirloom pieces. It doesn't mean they cost a fortune, just that they are pieces I want to keep and eventually pass on to my daughter. I definitely found themes. We could do a Spot The Influence competition!



Were there any sartorial skeletons in your closet that were quickly exorcised?

Oh yeah, there's a Rifat Ozbek two-piece circa 1989 that's a sight to behold. Myself and Vivien Walsh used to wear bright and embellished jackets, and we pretended we were in a band. Fun times.

Which events are you personally looking forward to seeing at this year's **Dublin Fashion Festival**?

I'm looking forward to the installation in Indigo & Cloth, the blogger's forum and the launch, of course. I love a party, me.

Which AW 2011 trends are you particularly excited about?

The addition of sharp tailoring back on the agenda is great news. Old-school elegance is always a winner, and it's definitely a coat season.

Which wardrobe staples should every woman own?

A bra that fits and feels good, a perfect dress, and a tailored jacket. Oh, and elegant courts – ditch the platforms.

Sonya's Style Exhibition is at Fashion HQ, Dawson Street

> Fashion blogger Laura Whiston, aka Whisty

What is your involvement in this year's **Dublin Fashion Festival**?

I'm going to be based at Festival HQ on the Saturday with other Irish fashion bloggers for a Bloggers Coffee Morning where we'll be chatting about what we do and hoping people get involved and ask us their own questions. Elsewhere, I can't wait to see festival HQ, the young designer exhibition sounds particularly exciting and the model search has the potential to be incredible.

Which AW 2011 trends are you particularly excited about and why?

The boyish or the girl/boy trend; fedoras; Chelsea boots; leopard-print flat boots; Crombie jackets and neck ties are all really refreshing this season.

> LA Make-Up Academy artist and Dirty Epics frontwoman Sarah Jane Wai O'Flynn

What is your involvement in this year's festival?

I'm head make-up artist for the event so my responsibility is to design a look for the fashion show and facilitate masterclasses for the public to come learn a few tips and tricks.



Which AW 2011 make-up trends are you particularly excited about?

I do love a dark lip. It's such a great way of making a statement. Perfecting a beautiful base is always great, and fresh-faced beauty is forever on trend. For the fashion show we're giving the models a 1960s-inspired liner with little 'Twigglies' under the eye. So pretty and quirky.

What three cosmetic bag staples should every woman own?

I love illuminators, they are great for making you look like you've drunk eight glasses of water and had your eight hours' sleep! Brow product is something that so many people overlook but can really make the face look polished and chic. Opt for pencils if you are very fair and powders if you're dark. Blusher is also one of my favourites. It's perfect for helping perk up the face, as well as adding shape.

Which celebrity would you most like to makeover and why?

Jordan, for obvious reasons... but I'd love to work on a look for Jennifer Aniston that would be a bit more edgy and defined rather than her classic girl-next-door image.

How competitive is Ireland's fashion blogging scene – is it handbags at dawn or a sartorial love-in support group?

As much as I would love to create a bit of scandal, it's all very pleasant with a lot of mutual respect. Because blogging is so subjective, we all have a different take on fashion, and our readers follow us for our individuality. Irish fashion bloggers also get to chat to each other through our Facebook group. We log in to share help and advice with all aspects of blogging.

Tells us about Once Removed Vintage.

It's a unique collection of vintage clothing from the 1950s to 1980s. I spend hours shopping for pieces I think are cool, or stand-out. They're also pieces I would want to wear myself. I currently sell online at ASOS Marketplace as well as on Etsy.

Dublin Fashion Festival is a free event. For more info visit www.dff.ie

