



DUBLIN FASHION FESTIVAL



BLOGGERS' fashion fix

A coterie of Ireland's foremost fashion bloggers will be assembling for a 'bloggers' bash' at the **Dublin Fashion Festival** on Saturday. We asked four of them to tell us the pieces they'll be buying, designers they'll be watching and trends they'll be avoiding for the season ahead, and put it this way, readers, you are nothing without a detachable Peter Pan collar.

LAURA WHITSON (WHISY) OF WHISY.WORDPRESS.COM

- **ESSENTIAL A/W11 BUYS?** Crombie jackets and long blazers, and the perfect riding boot, preferably with buckles or other hardware.
- **YOUR FANTASY AW/11 FASHION BUY?** Either the Riccardo Tisci for Givenchy velvet pin-up print sweater, or the Alexander McQueen navy blue frock coat with gold military detailing.
- **IF YOU BUY ONE PIECE THIS SEASON, MAKE IT...** The mid-length skirt. It's here – embrace it.
- **A/W11 TRENDS TO BE AVOIDED?** Anything that doesn't suit you, otherwise grab trends and experiment with. After all, they're only around for a few months.
- **UP-AND-COMING FASHION DESIGNER?** I'm a huge fan of Silé O'Shea. What that woman can do with prints blows my socks off.
- **LAST SEASON BUYS THAT CAN CARRY INTO THIS SEASON?** If you were brave and coughed up for a floppy hat, wear it through A/W11. They're a perfect way to keep your wardrobe on-trend through the colder months.
- **HIGHSTREET SHOPS TO HIT THIS SEASON?** Penneys has an incredible knack of getting trends onto the shelves before we even know we're going to want them.



BLAU VON T OF BLAUBUSHKA.COM

- **YOUR ESSENTIAL A/W11 BUYS?** I'm stocking up on all the 'boy-meets-girl' staples: blazers, brogues and vintage bags. This season the stolen boyfriend shirt has been upgraded to the stolen teddy boy shirt in a haze of moody mayhem.
- **YOUR FANTASY AW/11 BUYS?** The fetish boot. This season is obsessed with sex and nothing embodies the spirit of the sexually empowered woman better than the Louis Vuitton patent leather fetish high boot.
- **IF YOU BUY ONE PIECE THIS SEASON, MAKE IT...** All hail the cost effective delight that is the detachable Peter Pan collar. I've already bought three: pearled, lace and leather.
- **UP-AND-COMING FASHION DESIGNER?** Mia O'Connell; graduate of Fashion Design at the Limerick School of Art and Design. Mia has undertaken work experience with greats such as John Rocha, Marios Schwab and British *Vogue*.
- **LAST SEASON BUYS THAT CAN CARRY INTO THIS SEASON?** Remember the summer love affair with the '70s? Well, it's ready to take the next step right into AW/11. So all those flares, platforms and diva attire will bring you right through to Christmas.
- **HIGH STREET SHOPS TO HIT THIS SEASON?** ASOS have really nailed this season capturing perfectly every trend from the nouveau Mod to naughty Navajo.



Photograph: Emmet Martin



SARAH WALDRON OF THELICENTATE.COM

- **YOUR ESSENTIAL AW/11 BUYS?** This autumn I'll be investing in my own suit instead of stealing the boyfriend's – a masculine cashmere coat with a leather lapel from The Kooples and a generous smattering of plaid, polka dots and Peter Pan collars.
- **YOUR FANTASY AW/11 FASHION BUY?** An Ashish plaid sequin long-sleeve top. It's

almost no effort for high impact, but at €700, I really can't justify the price (trust me, I've tried).

■ **IF YOU BUY ONE PIECE THIS SEASON, MAKE IT...**

The loafer. Clunky orthopaedic shoes are in. I (and my ailing arches) couldn't be happier.

■ **A/W11 TRENDS TO BE AVOIDED?**

Orange. Burnt orange tones can look quite nice but anything else can make the average pale Irishwoman look either washed out or incredibly jaundiced.

■ **UP-AND-COMING FASHION DESIGNER?**

JW Anderson. Born in Northern Ireland and now making a huge splash in London, his womenswear is very well-tailored and combines a beautiful mix of textures and patterns.

■ **LAST SEASON BUYS THAT CAN CARRY INTO THIS SEASON?**

I'll be keeping a hold of anything sheer or with prints but this season I'll be clashing instead of being matchy-matchy.

■ **FAVOURITE DUBLIN SHOP?**

Indigo & Cloth. The magazine selection in there is great for hard-to-find titles and the selection of labels on offer is expertly curated.

BECKY GRAY OF BECKYDAZZLER.COM

- **YOUR ESSENTIAL A/W11 BUYS?** Knitwear. I always get so much use out of simple knit pieces such as the vest top and long cardigan (both from Zara). I also love warm earthy colours and interesting textures such as fur and tweeds for autumn.

- **YOUR FANTASY A/W11 BUYS?** The Stella McCartney polka dot dress or Burberry buckle peacoat.

■ **IF YOU BUY ONE PIECE THIS SEASON, MAKE IT...**

Chelsea boots. They give a nod to the luxe '70s trend seen at Gucci but they can be worn with lots of different styles.

■ **A/W11 TRENDS TO BE AVOIDED?**

The S&M look can be hit or miss, and it is hard to balance out an outfit as well as get lots of wear out of pieces.

■ **UP-AND-COMING FASHION DESIGNER?**

Viking Wong. He is an amazing designer from London who I just interviewed for my blog. He has been selected by *Vogue* as one of the top designers to watch in 2011.

■ **LAST SEASON BUYS THAT CAN CARRY INTO THIS SEASON?**

Brogues seem to be as popular as ever, but put bright sunshine colours into storage. A/W is all about jewel tones.

■ **FAVOURITE DUBLIN SHOP?**

Dolls always has wonderful things in-store. I particularly like their selection of jewellery and the pieces by Peter Jensen. Their staff are always lovely, too!



The Bloggers' Bash is an open forum for the most topical blogging issues of the day. It will be hosted by Laura Whitson and is open to both blog readers and writers. Saturday, 4:30pm, Fashion HQ; dff.ie