

SCOTLAND'S LEADING QUALITY DAILY NEWSPAPER

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French connection and
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The Herald Magazine



The Herald

The Herald Magazine

20 March 2010



FRENCH CONNECTING THE GALLIC STYLE ISSUE
PLUS: SCOTTISH FASHION AWARDS SPECIAL

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SCOTTISH FASHION AWARDS SPECIAL



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SCOTTISH FASHION AWARDS 2010

Words Elizabeth McMeekin
Photograph Graham Wylie



THE FAMOUS FIVE Celebrating half a decade of homegrown talent – and looking for the next big thing

FASHION SPECIAL

Ultra-cool high heels clacking up cobbled stone pathways, art-school students dressed in outlandish Elizabethan-style costumes and punk legend Siouxsie Sioux draped over cult designer Pam Hogg – just a few of the moments that have helped define the Scottish Fashion Awards in the last few years.

This year marks the fifth anniversary of the awards, with previous winners including Christopher Kane and Graeme Black besides companies such as Pringle of Scotland. The ceremony will take place on Sunday, June 20 in Glasgow Science Centre for the first time after four years at Stirling Castle.

The Herald has been media partners with the Scottish Fashion Awards for the past three years, bringing you all the news and chatter from the awards night and beyond, and this year will be no different. Today we're launching the nomination process and as soon as the shortlist is announced we'll bring it straight to you. You can also look forward to coverage of the awards as they happen at www.herald-scotland.com, including all the glamour from the red carpet.

Last year provided some memorable moments when Hogg picked up her Hall of Fame award with her best friend and muse, Siouxsie Sioux, the cameras going wild for their antics. Three years ago Kane, then still a fledgling designer, was honoured for his outstanding work. Since that day Kane has received two further awards – Designer of the Year in 2007 and in 2008.

"One of my main highlights of the awards is how the international community has embraced the idea," says founder of the event and chair of the judging panel, Tessa Hartmann.

"I remember in the first year when Albert Watson came to pick up his award. His portfolio was as great as other photographers, such as David Bailey, and read like a who's who of the top models over the years. He said on the night that this was the first time his country had honoured him for his work.

"That's the kind of thing I feel proud to have been a part of – bringing Scottish talent that's out there to the attention of everyone."

The remit for the Scottish Fashion Awards goes beyond the big names, Hartmann and her team shining a light on emerging talent and encouraging young people in all areas of the industry from the very first year. Louise Gray, Holly Fulton and Graeme Armour are among the young designers who have been honoured at the events.

"For us the awards isn't just about a night out in June for everyone to celebrate," Hartmann explains. "It's about bringing all this talent together in a room so they can meet each other. Often the more established design houses and companies are keen to meet these up-and-coming designers so that they can work with them – everyone always wants to feel as though they have discovered someone."

This year the nominees will be judged by some of the biggest names in fashion, including designer Amanda Wakeley, the style director



Clockwise from above: friends Pam Hogg and Siouxsie Sioux at Stirling Castle last year; Paula Reid, Jenni Falconer and John Amabile; Lulu after winning the Scottish Style Icon award in 2006; Graeme Black with model Jade Parfitt; and fashion PR Nick Ede PHOTOGRAPHS: MARTIN SHIELDS; GORDON TERRIS

of Grazia, Paula Reid, Dolly Jones from Vogue.com, GQ associate editor Robert Johnston, Harper's Bazaar editor Lucy Yeomans and Brian Duffy, president of Ralph Lauren Europe. The ceremony will include honours for categories such as Young Designer of the Year, Designer of the Year and the Hall of Fame, which has gone to names such as hair stylist Sam McKnight and former Armani designer Graeme Black.

Last year Black spoke to us backstage after

picking up his award for Designer of the Year. "It means so much to get this recognition from these kinds of judges," he said.

"These events are wonderful. As a designer, they make you stop and think about what you are doing. There is so much talent in Scotland and it's a shame because sometimes we don't blow our own trumpet enough, and we should do this more."

We couldn't have put it better ourselves. Let the competition begin. ■



TOMORROW: SCOTTISH FASHION AWARDS STYLE FOCUS IN THE SUNDAY HERALD MAGAZINE



SFA: THE LOWDOWN

Judged by a panel of experts from around the world, the Scottish Fashion Awards will honour Scottish talents who have made a significant contribution to this most discerning of industries. Whether as a designer, fashion photographer, model, stylist, make-up artist, marketer or fashion writer, the awards will showcase the very best native talent. To be shortlisted for an award is proof that your work is recognised by your peers and that you are among the best Scottish-born talent in your field.

CATEGORIES

1. Scottish Designer of the Year

Sponsored by *vogue.com*

This award recognises the work of a designer whose work over the last year has made the greatest impression on the fashion community.

2. Scottish Textile Brand of the Year

Sponsored by *The Herald*

An individual or business who has shown to be leading the way in the field of cashmere and textile design.

3. Communicator of the Year

Sponsored by *BAA Glasgow*

Fashion communication through photography, fashion writing, styling, marketing/PR, session styling or make-up artistry.

4. Scottish Young Designer of the Year

Sponsored by *Glasgow, Scotland with Style*

Young designers who show promise as future leaders of the industry. Entrants must have produced at least one collection and be stocked in one retail outlet.

5. Scottish Fashion Graduate of the Year

Sponsored by *Marks & Spencer*

Recognises the work of students in their graduating year from further education courses across fashion and textiles in the UK. Students must be Scottish to be eligible but can be studying anywhere in the UK. Finalists will be required to respond to a brief from M&S as part of the competition and the overall winner will receive a work placement with M&S.

6. Scottish Retailer of the Year

This award recognises the endeavours of a Scottish retailer who has led the way in bringing new fashion brands, concepts or designers to Scotland. Consideration will also be given to overall retail proposition, merchandising, marketing and brand image. Online retailers are included.

7. Scottish Model of the Year

Sponsored by *Toni & Guy Haircare*

A model who has captured the attention of the fashion world and has built up a portfolio of significant fashion work over the last year.

8. Scottish Jewellery/Accessory Designer of the Year

Sponsored by *Swarovski*

This award recognises the work of an individual or a company whose design or manufacture of precious or non-precious jewellery, or fashion-related accessories, have made a significant impression over the last year.

9. Scottish Fashion Awards International Designer

Sponsored by *Mercedes-Benz (West of Scotland)*

A non-Scottish individual who has produced the most exciting and industry important collections over the last year, utilising a Scottish fabric. The original textile must have been manufactured in Scotland.

JUDGING

Judging is carried out in May. Shortlisted entries will be published on the Scottish Fashion Awards website in the week commencing May 10, 2010 and published in *The Herald Magazine* on May 8. All awards will be presented at the awards ceremony and gala VIP dinner, in association with *Vogue.com*, on Sunday, June 20 at the Glasgow Science Centre. ▶



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TEN £100 ORTAK GIFT VOUCHERS TO BE WON

Leading Scottish jewellery designer and manufacturer Ortak, has teamed up with *The Herald* to offer 10 lucky readers the chance to win a £100 gift voucher to spend in any Ortak store.

Ortak offers an eclectic mix of silver, gold, enamel and gem-stone faceted jewellery that fuses style, quality and elegance in addition to a quirky selection of gifts - guaranteeing the winners will be spoilt for choice.

Ortak's stunning new spring collections feature a range of hammered effect silver, bold enamel colours and art nouveau inspired pieces incorporating interesting shapes and forms. The new 'Pirouette' pendant pictured is the perfect statement piece for updating your spring/summer wardrobe. Ortak has fifteen stores across the UK located in Aberdeen, Orkney, Inverness, Glasgow, Edinburgh, Stirling, Dundee, Livingston, Newcastle, Sheffield and online at www.ortak.co.uk. Ortak's Argyle Street store has relocated to the revamped St Enoch Centre.

TO ENTER, answer the question below, fill in the coupon and send to: **Ortak Competition, Herald Marketing Dept., 200 Renfield Street, Glasgow G2 3QB**. Closing date for all entries is Friday March 26. Usual Herald competition rules apply. The editor's decision is final.

Q. Where did Ortak's Argyle Street store relocate to?

Answer:

Name:

Address:

Post Code:

Email Address:

Telephone Number:

The Herald

ORTAK

The Herald & Times Group will use your information for administration and analysis. We may share your information with carefully selected third parties who are our business partners. They or we may send you details of other goods or services which may be of interest to you. If you do not wish to receive information from the Herald & Times Group please tick here . If you do not want your details shared please tick this box .

FASHION SPECIAL

To enter use the form below or download from www.scottishfashionawards.com. All entries must be submitted by noon on April 23, 2010.

The judging panel includes:

Dolly Jones editor of Vogue.com
Brian Duffy president of Ralph Lauren Europe
Professor Wendy Dagworthy head of fashion & textiles at Royal College of Art, London
Nathalie Colin creative director, Swarovski
Hilary Alexander fashion director, The Daily Telegraph
Amanda Wakeley designer
Lucy Yeomans editor, Harper's Bazaar
Paula Reed style director, Grazia
Robert Johnston associate editor, GQ
Brigitte Stepputis head of couture, Vivienne Westwood
Tessa Hartmann chair and founder of the Scottish Fashion Awards

PUBLIC VOTE AWARD

10. Scottish Fashion Icon

This award recognises the individual regarded as the Scottish fashion icon of the last year. Details on how to vote will be launched at www.scottishfashionawards.com on April 12, 2010.

SPECIAL AWARD

11. Scottish Fashion Awards Hall of Fame

Sponsored by **Hotel du Vin**

This award recognises the work of an individual to whom the fashion industry is indebted, and who has shaped or changed the world of fashion. Entry to this award is not permitted; the decision is made by the judging panel.

5TH ANNIVERSARY CELEBRATION AWARD

12. Scottish Fashion Innovator 2010

Sponsored by **Scottish Fashion Council**

To mark the fifth anniversary of the awards this unique accolade will honour an individual or a brand that has made a significant impact over the last five years in the fashion marketplace. One whose innovative and creative flair, combined with significant growth in the marketplace has brought them commercial success. Entry to this award is not permitted; the decision will be made by the Scottish Fashion Awards.

ENTRY GUIDELINES

- All nominations and submissions should relate to work carried out between January 2009 and May 2010.
- All entries should be accompanied by the



Last year's finalists for Scottish Model of the Year (PHOTOGRAPHY: MARTIN SHIELDS)

entry form below and the appropriate cheque (£40 excluding VAT per entry).

- Entries should also include supporting press clippings and imagery on CD, jpeg or transparency.
- Place the summary sheet on top of your entry and attach payment to the application form.
- There is no discount for submitting more than one entry.
- If submitting the same entry in more than one category, each entry must be submitted separately with its own entry form.
- No materials will be returned.
- All submissions must be made by noon on April 23, 2010.
- Do not submit materials requiring complex packaging.
- Entry guidelines are available at www.scottishfashionawards.com.
- Application forms can be photocopied.

GUIDELINES FOR CATEGORIES 1, 2, 3, 4, 8 AND 9

- Each submission must consist of a complete entry form from this magazine or the official website, along with the summary sheet of no more than 600 words, clearly headed with the name of the category, entrant and brand where appropriate, focusing on:
 - Biography – include career or company history, any award or high-profile company activities. If appropriate the brands you or the company has designed for.
 - Detail the top three design works or achievements you or the company have undertaken between January 2009 and

May 2010.

- Optional – provide a reference from a journalist or a media figure who would comment on your/the company's most successful designs. Press cuttings may be included.
- In no more than 50 words, please detail you or the company's most iconic design or achievement between January 2009 and May 2010. Please provide an image of the design on either a jpeg or CD.

ENTRY GUIDELINES FOR CATEGORY 5

- Each submission must consist of a complete entry form from this magazine or the SFA website, along with the summary sheet of no more than 600 words, clearly headed with the name of the category, student and further education institution, focusing on:
 - Biography background – include course name, years of study, theme/description of graduating collection and highlight use of fabrics utilised.
 - Provide a visual/illustration of your top three looks from your graduating collection.
 - Optional – provide a reference from a journalist or a course leader who would comment on your most successful academic achievements. Press cuttings may be included.
 - In no more than 50 words, detail your design philosophy and ambitions. Supporting imagery should be supplied on either a jpeg or CD.
 - Shortlisted graduates will be notified in writing by April 23 and presented with their design brief from Marks & Spencer. Please

note that further instructions will be outlined on this brief.

Deadline for submissions is May 17, 2010. A budget for fabric will be provided to all shortlisted candidates.

ENTRY GUIDELINES FOR CATEGORY 6

- Each submission must consist of a complete entry form from this magazine or the SFA website, along with the summary sheet of no more than 600 words, clearly headed with the name of the category, entrant and brand where appropriate, focusing on:
 - Biography background – include company history, number of stores, any awards or high-profile activities. If appropriate the brands the company has produced for.
 - Detail top three design works or company achievements between January 2009 and May 2010.
 - Optional – provide a reference from a journalist or a media figure who would comment on your/the company's most successful designs/retail achievements. Press cuttings may be included.
 - In no more than 50 words, detail the company's mission statement or retail proposition. Supporting imagery should be supplied on either a jpeg or CD.

ENTRY GUIDELINES FOR CATEGORY 7

- Each submission must consist of a complete entry form from this magazine or the SFA website, along with the summary sheet headed with the name of the category, entrant and model agency. Summary should cover:
 - Personal details – name, age, height, dress size, waist, hips, bust, shoe, eyes, hair colour.
 - Model agency contact details [name telephone, number and e-mail address].
 - Biography include career history, campaigns, awards and high-profile activities.
 - Detail top three work assignments or campaigns undertaken between January 2009 and May 2010.
 - Optional – press cuttings may be included.
 - In no more than 50 words summarise your most iconic assignment and supply an image, either jpeg or CD.

ENTRY GUIDELINES FOR CATEGORIES 10, 11 AND 12

- Category 10 will be voted for by the public and details will be announced on the SFA website at the end of April 2010. Categories 11 and 12 are not open for public entry and shall be presented by the organisers at the awards ceremony on June 20, 2010.

ENTRY FORM: SCOTTISH FASHION AWARDS 2010

Please photocopy this section as many times as necessary, or download it from the website.

Enclose a separate form for each entry.

Category (number and name) _____

Name of entrant (individual or company) _____

Contact telephone number _____

Institution _____ Institution phone no _____

Course _____ Course Director _____

Payment details

Fees: £40 (Plus VAT £7) Students are exempt.

Enclosed is a cheque made payable to the Scottish Fashion Awards for £ _____

Signed _____

How did you find out about the Scottish Fashion Awards? (Please tick)

Press (Broadcast or print) _____ Internet _____ Website / E newsletter _____ Word of mouth _____

Other (please specify) _____

Students: please give details of the educational institution you are currently enrolled in.

Contact email address _____

SCOTTISH FASHION AWARDS: 2010 GENERAL RULES

The following rules apply to all categories.

1. Entries must have been produced by the individual or representative of the company entering the competition.
2. Entrants can enter more than one category, or submit the same entry for more than one campaign, but each submission needs to be treated as a separate entry with its own application form, fee etc.
3. Entrants must be Scottish or their main body of work must be produced in Scotland, or head office registered in Scotland (includes International Designer Award).
4. Students entering the Scottish Graduate category must be Scottish by birth but may be studying at any FE institution in the UK. They must also be graduating in 2010. Graduates from any other year will be deemed ineligible.
5. The SFA/Hartmann Media reserves the right to combine or withdraw a category if it considers there are insufficient entries in any category.
6. The SFA/Hartmann Media reserves the right to refuse any entrants or entry for the Awards that it deems could be detrimental to the successful running

of the Awards.

7. The Scottish Fashion Awards reserve the right to change the rules of the competition at any time and without prior notice. Please check these terms on our website (www.scottishfashionawards.com) regularly for changes.

Your continued use of the official site after changes are posted will mean you accept the terms as modified by the posted changes.

8. Any material requested by SFA along with the entry form, cannot be returned to the sender. SFA take no responsibility for any material submitted.

9. The SFA/Hartmann Media will decide in which order the categories, and all entries in each category will appear at The Scottish Fashion Awards.

10. All entries must be received by noon 23rd April 2010 accompanied by a cheque as payment for the judging fee of £40 plus VAT per category. All material should be sent to The Scottish Fashion Awards, CO Hartmann Media Ltd, Loth House, Gavel Road, Glasgow G5 9BS or e-mailed to pream@hartmannmedia.co.uk

11. Entries to the competition should be made on the official entry form. Any

illegible or defaced forms will be rejected.

12. Feedback will not be given to any individual entrant. Finalists for each category will be announced in May 2010 (Check website for full details).

13. All nominations and submissions should be related to work carried out between January 2009-May 2010.

14. Information supplied by the judges and entrants will be treated in complete confidence and confidentially on the part of entrants is requested.

15. Online retailers are permitted to enter the Scottish Retailer of the Year category.

SUMMARY OF TIMETABLE

- All entries to be submitted by noon on April 23, 2010.
- Judges' initial review: April 26-May 5, 2010.
- Publication of shortlists: May 8, 2010.
- Scottish Fashion Awards 2010: June 20, 2010.

ENQUIRIES

Scottish Fashion Awards – Tessa Hartmann; Telephone: 01236 826666 or email tessa@hartmannmedia.co.uk