

Virtually shot in New York | Fashion trends in cyberspace



With the help of the World Wide Web and computer-manipulated models, Guy Hipwell, of fashion156.com, created his own virtual New York City fashion shoot. He gives us tips on Trans-Atlantic, as well London, trends.

New York calling, but I'm truly up against it. Even if it were still possible, not even Concorde could get me there in time. My planned photo shoot in New York is wrecked! Technology to the rescue... the shoot will still happen – but only in the virtual world. And the street I am virtual-stepping out on today, is on east side Manhattan



<<http://en.wikipedia.org/wiki/Manhattan>> at the intersection of 42nd Street <http://en.wikipedia.org/wiki/42nd_Street> and Lexington Avenue <http://en.wikipedia.org/wiki/Lexington_Avenue_%28Manhattan%29>. hattan%29>.

The majestic splendor of the Chrysler building always stops me in my tracks, no matter how many times I see it. As the sun glints off the metal-clad curves, I can envisage the models suspended from the triangular windows at the peak of this awesome structure. The models, resembling free-falling aliens, will be computer-blended with 1920s fashion illustrations, to stretch and elongate; reminiscent of the look that graced the Marc Jacobs runway in February. Today, I'm going to juxtapose a sleek,

polished, very “finished” look, seen all over the New York runways, with a jolt of hard-edged realism, from London’s Clubland. Urban warriors-of-the-night follow no fashion rules; dressing as an individual is where it’s at. So for this photo shoot I will blend wide leg pants, clashing with skinny jackets, which have been modified and re-structured by adding huge shoulder pads.

Dropping by Chinatown, to grab some ornate screen print silks in rich red and gold, I’ll rip them into thin strips to wrap as turbans around the head. Bright, sun-yellow, long gloves, from Marc Jacob, are pulled on and one of his iridescent sequin shirts, with pointy collar, is dressed under a sleek jacket. Make-up is a thick line of black, over the eyebrows, and a dusting of bright red powder, to clash with the purple shirt. Model one is ready to roll, 4 more to go!



Huge shoulders also barged down the runway at Derek Lam. A stunning, black coat worn over a silver dress will work well with deep aquamarine tights and vintage Westwood pirate boots, worn and scuffed. A bright yellow beret will add the edge and a collection of rings, in the shape of animal heads, I pick up in Soho, are pushed onto 4 fingers to form a knuckle duster.



A Thom Browne shrunken suit in grey check is next, with Lurex Comme socks and a bright Tibetan scarf I “borrow” from a friend in Queens. Next, a grey, flannel, Yeohlee pant suit is set upon with 2cm streaky brush strokes of wall paint in lemon, and lavender. I’ll wrap wool, in hues of deep lavender, around the waist to form a cummerbund. As fashion director at Fashion156.com I continually look to the runway, as well as the street, for inspiration... so, I take a look around. Individualism is rife in New York’s clubs and streets: sequins blend with cotton-drill; flea-market and thrift-shop-finds are customized into demi-couture, attention-grabbing pieces. Folk vibes are filtering through, blended with a hint of angular tailoring.

Jeans are either worn high on waists or boyfriend-style; low-slung and belted, then matched with a shiny, metallic, gold blazer. Dressing down is reserved for Sundays in the park, as hats adorn one-in-ten crowns, from bowlers to beanie. No rules need to be followed here: clones are out, and getting real is in!

Or virtually “getting real” is perhaps the most exciting trend in photo shoots, requiring less time and less travel. The only ticket needed is a vivid imagination.