



in
real
life

#FashionWeekIRL

NEW LOOK



We've turned LFW on its head. From what really goes down in London Town to models talking Trump and the best blags around, this is

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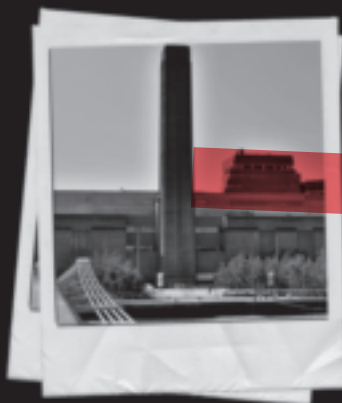
london town IRL

The key places you'll find yourself
over LFW and what you'll see



The Strand:

The epicentre of LFW. Top spot to get harassed by street style photographers, handed free flyers and to grab a Maccie Ds



Tate Modern:

Congregations of pretentious fashion folk and bewildered tourists who have just come to see The Mona Lisa



Soho:

Visit here to see baffled bloggers outside Brewer Street Car Park who didn't get the memo



sh*t happens at Ifw

**Sabrina Carder,
blogger**

06:00 My alarm goes off and I struggle to the mirror. Great, the only thing looking on fleek are my eye bags.

09:00 I start queuing for my first of eight shows and it's pissing it down. Freezing water is trickling off the line of umbrellas in front of me and onto my silk bomber jacket. Fab.

11:00 I feel slightly more relaxed as I enter a swanky presentation. Ooh, glass of Prosecco at 11am? Don't mind if I do. No regrets, right?

12:00 Back on the streets and I have entered the street style madness. A few photographers stop me to take my picture while I try my hardest not to drop my two iPhones, a camera and several tote bags.

15:00 This show's a biggie, as all the stars turn out. Alexa Chung, Gigi Hadid and what, wait, is that Fergie?! But as I take my seat my vintage trousers decide to rip in that one place you really don't want them to. Oh god, I have hit rock bottom.

18:00 I head backstage for an interview where a dresser reveals she just had to low key give her knickers to a model who was commando and wearing a see-through dress. OMG, I can't even.

21:00 PARTY TIME! After hitting up two, my friends and I stumble into McDonalds because a day of running around on itty bitty canapés just isn't gonna cut it and WE NEED CARBS.

00:00 I collapse into bed after quadruple checking both phones were charging and that I have everything planned for tomorrow.



TAXI! Over- heard in the back of a Ifw cab

"Can I take your photo? Just from the shoulders down..."

"She said she was wearing Balmain. It was Balmain for H&M!"

"Do you want to come to Seoul with me?" Friend: "What's that?"

"Sometimes I just wish I could sit on the 4th row. Front row is really hard work"

"I just had the most painful blow-dry, I wanted to cry. The volume just isn't worth it."

"Who even is that?"
(about an unnamed member of Little Mix)

"Lizard Man asked me out on a date. He's a billionaire, so I'm thinking about it"

"I was just about to go without and wear plasters on my nipples, but you could see the plasters"



big inter- view

Sandra Esquilant

For one night only this LFW, we're opening up the New Look Arms, our very own fashionable boozier. So in honour of all things pub, we had a pint with London's most iconic landlady: The Golden Heart's formidable Sandra Esquilant.

Born and bred in the East End, Sandra, along with her late husband Denis, has been the back bone of the local community for over 40 years. "The old east end crowd were amazing. Everyone would be out on a Saturday night and in church the next day in their Sunday best." As she went about her daily tasks to get the bar ready for punters, Sandra reminisced about her favourite spots of the area she grew up in. "Watney Street was to die for, I'm going back about 60 years now, you had bakers, grocers, pubs, butchers and Jewish delis." She's got an evident love for the area and that stems from the crucial part she plays in it. But it wasn't originally her dream to open Spitalfields' main watering hole.

"I didn't actually want a pub, my husband, did. He was a tough bloke, very old school but a proper gentleman. One day Denis come home and said 'I want this pub'. I said 'well don't look at me, I don't want it!' But I come and see it with him and my brother, walked through those doors and just fell in love. And that love has never stopped."

In the early days, it was clear they'd made a great decision. "When I first came here you had all the porters, brewers, printers, tailors, policemen, cabbies – it was so lively – you know, rock n roll." With Spitalfields flourishing at the time, Sandra and Denis had a wealth of custom and built some everlasting relationships – as well as a reputation for being publicans of the people.

"We used to have big parties, it was the parties that made it. We'd be dancing on the pool table, singing songs together like 'Underneath the Arches'. Oh and the deals that would go on in this bar." It wasn't all booze-ups and dancing either: "A guy even got examined by a doctor in the bar, had his heart done! They were sensational times."

With everyone from Kate Moss and Pete Doherty (Madonna celebrated her induction into the UK Music Hall of Fame in there) to nuns and policemen frequenting The Golden Heart, Sandra has no time for favourites.

"I love all my customers I really do, they're all just amazing people. Even when it was quiet round here for a while when the market shut, there would only be two people in here but we made the best out of the situation."

Some of her memorable customers' faces are framed on the wooden walls, one in particular sits pride of place above a fire place. Pointing to it whilst pouring a patron his midday pint, Sandra tells us more.

"Old Rose used to come in. She wouldn't let no one take pictures of her so that's quite a special one. One day I was really busy, she come strutting up to the bar, smoking fags and started chucking the ash trays all over the floor! If it were anyone else I would've killed 'em! Not Rose, I adored her."

A lot has changed since the days of smoking in pubs, but has The Golden Heart changed significantly?

"Not at all. We re-paint, keep it clean but I wouldn't wanna change a thing. I've always been raised to look after what I've got, so I keep this place in good condition - but I wouldn't wanna change it."

One thing that has undoubtedly changed, is the area surrounding the pub, something Sandra has welcomed with open arms.

"It's been great seeing the area improve. I lost my house to keep this pub during the very hard times - I had £30 to my name at one point. I had a couple of blokes come in here just to put money in the till for me. That's what it was like back then."

That's what is truly amazing about Sandra's success. She's survived financial crashes, collapse of the local area's community and kept up with the recent gentrification. So, to figure out how she's done this, we've pulled three bits of advice from The Golden Heart of Spitalfields:

1. "Make sure you're running a pub for everyone, as long as [they're] nice, welcome everyone the same."

2. "You've got to love people, it's the most important thing."

3. The last, and most important thing, is much harder to teach and will need an anecdote from the lady herself. "Out of the whole of London in WWII, the East End was bombed the most. It destroyed the area but it didn't destroy our spirit and that's what [you've got to have] - spirit."



not Invited? who cares

Here's how to blag your way in

Pretend you're a blogger

How does the doorman know you aren't one? Boast about your big following on Insta and he just might let you in.

Shimmy in with a large group

If you're all alone with no invite, you've got no chance. Slip into a crowd and repeat "I'm with them!" to help your case.

Say you're a photographer

Turn up with a fancy camera, name-drop a cool magazine, hell, even ask to take the PR's picture.

Who needs Mario Testino?

If all else fails, pay the doorman

Bung him £20 or more. Alternatively there's always the back door.

Drag Race > LFW

The
Shade
is
REAL

The Outfits
are Better

START
YOUR
ENGINES

Fire up your inner Naomi
with our fave songs
to catwalk to

George Michael - Too Funky

RuPaul - Supermodel

Madonna - Vogue

Robyn - Dancing on My Own

M.I.A - Galang

They beat 13,000 hopefuls to join the New Look Model Squad



sam

@samrhodesss

Is Thora Birch a type of bird?

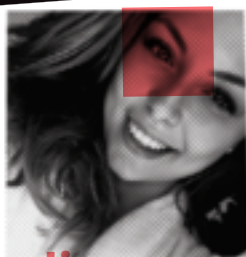
Yes, it's a little song bird that looks similar to a pigeon but has the grace of a parrot.

What would you rather use: sand paper as toilet paper or hot sauce as eye drops?

Sand paper as toilet paper, it's what I use at the moment.

Is Beyonce real?

She's illuminati...



diana

@diana_georgi

Would you rather have an extra nipple or an extra thumb?

Embarrassingly I actually have two extra nipples! I discovered they were nipples after watching an episode of embarrassing bodies.

Would you rather lick Trump's ear or live with Katie Hopkins?

Lick Trump's ear, but I'd make it more like a wet willy so he definitely wouldn't enjoy it! And I'd get it over with quick, I don't think I could live with Katie Hopkins for very long!



martin

@MrMartinJR

Name the Kardashian that has 11 toes

It's definitely Rob Kardashian that has that extra toe. It's the real reason why Chyna wants out and why he doesn't get any airtime on the show. Fact.

Would you rather have an extra nipple or an extra thumb?

I already have two nipples that serve absolutely no purpose to my life and extra thumb would make scrolling through Instagram easier.



milo

@miloburgess

What would you rather use sand paper as toilet paper or hot sauce as eye drops?

That's nasty. Probably hot sauce in my eyes... they're quite small so not much would get in... plus I love 'hat sauowce'

What would you prefer to have every day of your life; bite your tongue every time you eat something, or get a paper cut between your fingers?

I bite or burn my tongue pretty much every day trying to scoff my food down already!

model squad talk...

This is our super 8 on Trump, nipples & hot sauce



emily

@ems_hall_

Would you have left Jack while you floated on the wooden door?

Firstly no way because he's Leonardo DiCaprio (a god!!) and secondly there was definitely enough room for two!

Would you rather lick Trump's ear or live with Katie Hopkins?

Lick Trump's ear just because it would be really funny and I could whisper exactly what I think about him at the same time...



amee

@quinn.amee

Would you have left Jack while you floated on the wooden door?

No way! I would have shared the door with him. At times like this it helps to be petite.

Would you rather lick Trump's ear or live with Katie Hopkins?

Wait let me search in the Daily Mail...



hana

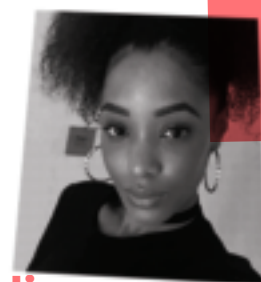
@hancross

Would you rather have an extra nipple or an extra thumb?

The extra nipple would be easier to hide but then again an extra thumb would take my texting game to a whole new level.

Is Beyonce real?

Tamika got pipes!



dionne

@iamdionnereynolds

Would you have left Jack while you floated on the wooden door?

There was plenty of space on that door for Rose to move over. I'm not about to just sit there and watch my babes freeze to death lol

What would you rather use sand paper as toilet paper or hot sauce as eye drops?

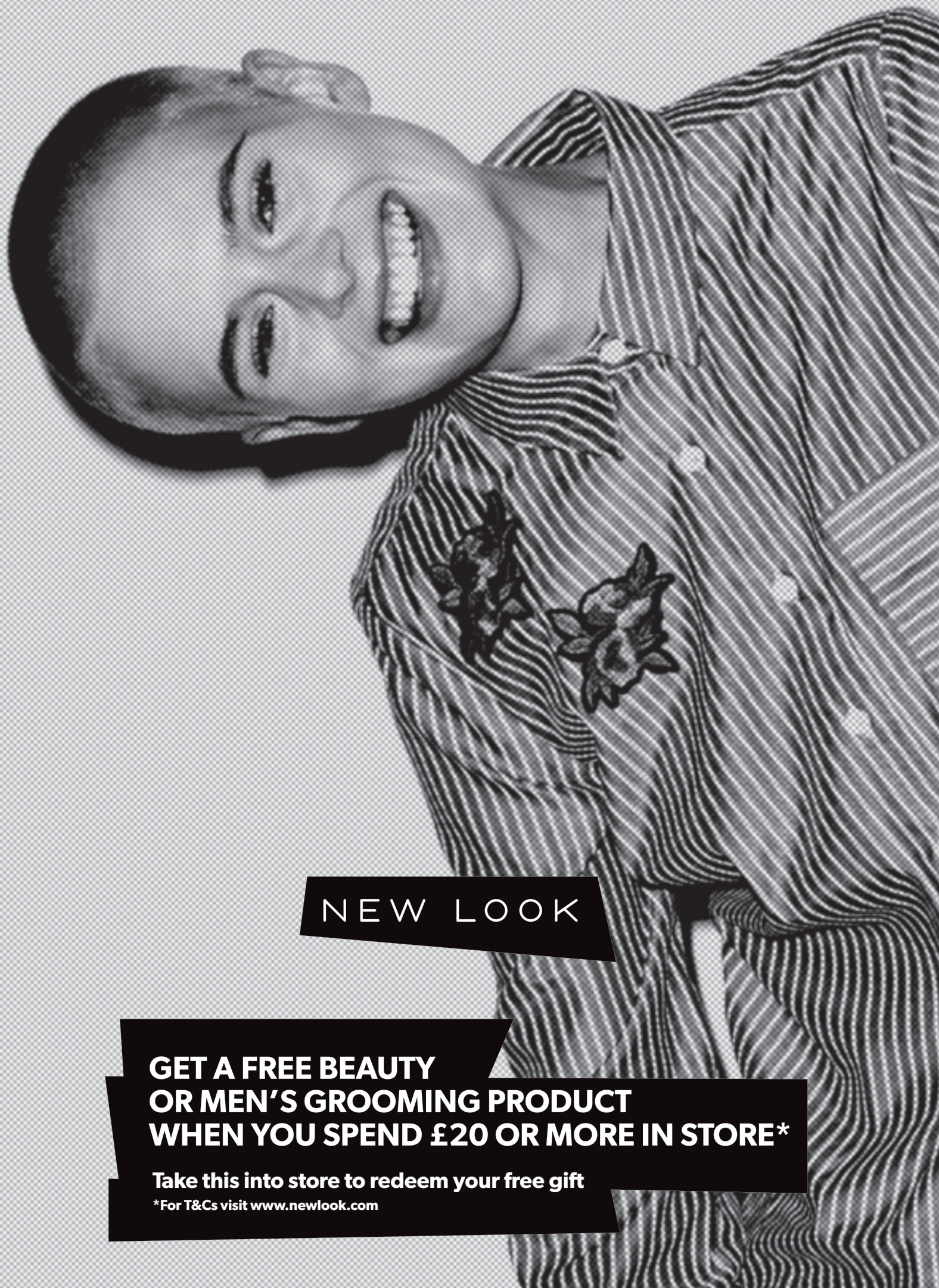
I got hot sauce in my bag... swag!

Is Beyonce real?

As real as Dionne Reynolds :)

M I L K

@milkmodelmanagement



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