



The rag traders

While we're deciding what to wear today, a new generation of fashion designers and stylists are deciding what you'll be wearing tomorrow. These nine talents from the Whitehouse Institute of Design are just a handful of Aussie creatives set to raise eyebrows – and maybe hemlines – on the catwalks of the future

STORY JOANNA BOUNDS PHOTOGRAPHY MARTIN MISCHKULNIG



ANNA DIXON, 21, FASHION DESIGN GRADUATE **What are you wearing?** One of my own jackets, a ruffled silk top and Ksubi jeans. **What's the inspiration behind your collection?** The white side of a flannel shirt. **What's your latest fashion buy?** A black Evisu flannel, which goes with everything. **What's your style?** New and mixed with vintage. **How do Australians dress?** They're great at putting an outfit together. They're not afraid to mix cheap with designer and make it their own. **Where do you buy your clothes?** I buy a lot on eBay, especially from sellers overseas. **Shoes or bags?** Shoes. I can take forever to find the perfect pair. **How is your wardrobe arranged?** Colour coordinated on wooden craftboards.

BRAD PRESTON, 18, FIRST YEAR STYLING

STUDENT **What's your style?** Sleek, contemporary and classic. **What inspires you?** The period of the dandy. **What's in your wardrobe?** I have a thing about collared shirts. I only ever wear shirts and formal tailoring. **Who's your favourite designer?** Christopher Bailey at Burberry Prorsum. Recently, he designed studded trench coats – I love the contrast of classic and modern. **Where are you headed, career-wise?** I just want to do well in my education – I'm not really sure where I'm headed. **What excites you?** I enjoy creating as well as styling. I'm into industrial design and I just made a light out of showerheads.

CHRIS MOHEN, 20, SECOND YEAR FASHION

DESIGN STUDENT **What have you learnt on your course so far?** Heaps. When I came here, I couldn't even sew. Now I love panels and seam lines.

How did you decide on fashion? I wanted to do architecture, but I didn't get in. Then I met some models who suggested fashion design. It was a really good idea. **Who are your style icons?** I love Pete Doherty's hats, although his addictions aren't so good. Also, Edie Sedgwick, played by Sienna Miller in the film *Factory Girl*. I'm basing my look on her at the moment. **What are you wearing?** Superfine jeans. They're so comfortable. **How many pairs of jeans do you own?** About 16 pairs, although I only ever wear Superfines. **What are your other favourite labels?** Ksubi make good tops. And I have a few Prada jackets, which are awesome; they work every time.





CASSANDRA PONDEKIS, 26, FASHION DESIGN GRADUATE What's the inspiration behind your collection?

It's based on Egyptian Goddesses like Isis and Hathor. I used a lot of gold fabric and gold jewelry running through them. **Who's your style icon?** Audrey Hepburn. She was classic and elegant. **Which Australian designers influence you most?** Alex Perry and Nicola Formichetti. **What's a memorable outfit you've made?** Last season I made a long hat for my brother, which he loved. I've also made a suit for my mum. **Who's hot in your wardrobe?** Sonja & Theresa. **Who's your style icon?** Audrey Hepburn. **What's your personal style philosophy?** I don't want to look too formal. It's very to look back and think, wow, was I wearing?

JESSICA DE LA CHESNAIS (AT FRONT), 22, FASHION DESIGN GRADUATE What are you wearing? A black, casual suit from my third-year collection. It's inspired by a traditional men's suit, with jodhpur-style pants. **What's been your inspiration?** Birds and owls - I've used feathers on one of my jackets for this collection. **Who's your style icon?** Björk - she's always surprising. **Who are your favourite Australian designers?** Kirily Johnston, Alice McCall and Akita Isogawa. **What do you think of Aussie guys' dress sense?** They've started to pay more attention to how they dress. It's become normal for a guy to care about his appearance. **Have you grown up around fashion?** Yes, my Parisian grandmother always wore wigs, pearls and fuchsia coloured clothes. **What's your personal style?** Effortlessly elegant.

EMMA FAGG, 20, FASHION DESIGN GRADUATE

What's in your collection? Androgynous menswear. It's black, with snippets of cream and a lot of pieces are reversible. **What are you wearing?** One of my own jackets and a Zimmermann dress. **What are your favourite Australian labels?** Zimmermann and Mad Cortes. **What inspires you?** The Killers, Bloc Party and Kings of Leon. When I design, I sometimes imagine what my clothes would look like on a band. **What's your style?** Wearing my dad's shirts with belts. **How would you rate Australian men's fashion?** It used to be singlets and board shorts, but now it's a lot more fun. **What's a great Australian menswear label?** Josh Goot. **Black or colour?** Black, it's classic.



DANIEL AVAXIAN, 27, FASHION DESIGN GRADUATE

How would you describe your collection? Innovative and modern. I want to get to mid, not follow form. **Who has been your fashion mentor?** My previous boss, Alex Perry. He taught me how to cut a dress really well. **What's your latest fashion buy?** I bought 10 pairs of black and white pampole from an old menswear shop in London. **Who's your style icon?** Rick Steigman - she's cool. **What do you love about designing?** I like the effect of a collection. I wake up feeling as if I've been electrocuted. **Where does your inspiration come from?** Street culture and graffiti writers. >





NATALIE FORAN, 20, FASHION DESIGN GRADUATE AND THIRD YEAR BACHELOR OF DESIGN STUDENT

What's different about your design style? Colour - I've used bright yellow, emerald green, blood orange and aqua. **What do you most love creating?** Red-carpet dresses with lots of ruffles and beading. **How is this collection different?** My signature is still dresses, but they're more wearable. **Which Australian designer inspires you the most?** Neut Wood. **What's your favourite fashion item?** The dress - I rarely wear jeans. **Who's your style icon?** Gwen Stefani. **What's your style?** Hot pink stockings with knee-high boots. I like to experiment.

GUY FULLERTON, 32, STYLING GRADUATE AND THIRD YEAR BACHELOR OF DESIGN STUDENT

What are you wearing? A Dolce & Gabbana jacket and pants by Junk de Luxe. **What's your style?** Casual mixed with designer. **What's been your inspiration?** The customs and traditions of different countries. **What's the most memorable city you've visited?** Ho Chi Minh City. It's a barrage of colour. **Who are your style icons?** Suede and Scissor Sisters. **Who would you have most liked to style?** The late American artist Man Ray. **What's your fashion philosophy?** Not everyone has to look like me; accept and enjoy other styles. **SM**

