

EDITOR'S NOTE

I thought I knew photography until I stood in front of the window at Henry Fox Talbot's house.

And fashion... well I always claimed to understand the craftsmanship until Erin O'Connor floated past me in an original Dior at the V&A exhibit entitled the "Golden Age of Couture" last Fall.

Garments are like sonnets, where in it takes time to craft the perfect single thought or idea.

Photographs are like Haikus you only have moments and pieces of light to achieve the total vision.

Put them both together and you have a Fashion Campaign. Mix in some marketing, a bar none manufacturer, the perfect retail space and some money to back you up and you have a corporation.

I have always been interested in detail. It has been the one thing that I found pushed me to the next stages of my career. In this age of instant gratification I think the general public often forgoes detail for speed and in business the former is crucial to be a success.

In this issue we went to the people who do business best. We spoke with Virgin Money about their

innovative way to organize lending. We asked the Public Relations Department of Norma Kamali how they handle such a successful busy career of one of New York's most awarded designers, and then there is Zandra. When a museum is created solely to house your garments and you still have people on the streets bopping around in your current collection, you pass "success" status and move directly to "icon."

The lovely Catherine Malandrino spoke to us about business and creating an overall look both in clothing and in retail space. And the brilliant Joel Diaz unveiled his Fall 2008 collection in a private lookbook just for Métier.

So no, friends, when I say detail I do not mean how many palettes Lagerfeld added to the Chanel boucle, but instead how to take in every aspect of your business to make it a success.

I hope you learn as much as I have.

À bientôt

Lynn

Editor-In-Chief

