



LONDON FASHION WEEK: ISSA LONDON FALL WINTER 2012

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Did you know Veruschka is modeling again? She is and all I could think about look after look at the Issa London Fall Winter 2012 show was her beautiful face rimmed in fur, or hair, or a bold scarf.

Designer Daniella Issa Helayel 's theme for the fall season was a travel from the Moscow to the Forbidden City in Beijing on the Trans-Siberian Express. Now I hate it when the "republic of social media" takes a quick peek at a show and declares it one there or another with reckless disregard for the designer's vision, but I was right there, up close and personal and I have a degree in journalism as well, so I'll take a crack. Based on the lively eastern European floral prints on wrap dresses with matching leggings (taken from Faberge Eggs and paisley prints on Russian dolls), the exaggerated version of said prints on maxi dresses, the mink trim that circled arms and collars, it just had to be that those iconic images of the Veruschka by Franco Rubartelli came into play, even siting the locations that match unforgettable editorials for Vogue with Irving Penn. All the way from the curled bouffant hair to the winged out eyes. I'm not saying the clothes won't sell with the designer's story. Ever since Kate's engagement dress Issa has become a household name and a hot commodity. Just that a little more romanticism and a bit of a throwback can be a good thing in fashion. It garners new fans, and I just happen to be one of them.

